

AUSTRALIAN MOBILE PHONE LIFESTYLE INDEX

9th Edition – Special Topic: Mobile Retail

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EXECUTIVE SUMMARY

This report presents the results of the 9th Australian Mobile Phone Lifestyle Index that has been carried out with the sponsorship and support of the Industry.

The overall objective of the annual study is to gain insights into the current and changing profile, behaviour and preferences of Australian mobile phone users over time. It remains the only known national, independent tracking study that makes its comprehensive results freely available to all interested parties.

The core questions have remained predominately the same across the nine years that the project has been carried out. Commencing with the second survey an annual special topic was also included to enable exploration of topical issues or emerging interests. For this edition, the special topic questions related to mobile retail. However, some key questions from prior years' special topics – including the impact of tablets on mobile phone use - have also been included, because of the ongoing interest in these areas.

WHAT THE SURVEY COVERED

The specific research themes addressed in the study were as follows:

- The socio-demographic and mobile phone profile of Australian mobile phone owners
- How Australian mobile phone owners are using their mobile phones and the frequency of use
- How Australian mobile phone owners plan to use their phones in the near future
- The use of websites compared to the use of applications on the mobile phone
- The specific types of services, content and applications being accessed on the mobile phone
- The current level of engagement with SMS and MMS messages received from businesses
- Tablet ownership among Australian mobile phone owners
- How Australian mobile phone owners are using the tablet and the frequency of their use
- The use of applications compared to the use of websites on the tablet
- The change in mobile phone use as a consequence of tablet ownership.

This year's special topic - mobile retail - included a review of:

- The proportion of Australians making purchases on their mobile phones
- The number and type of purchases being made by Australians on their mobile phones
- The change in the number of in-store purchases since Australians started making purchases on their mobile phones
- Expected future purchasing behaviour by Australians on their mobile phones
- Overall experience of buying things on their mobile phone
- The frequency of Australians using their mobile phone to compare prices online before making a purchase decision
- The frequency of Australians using their mobile phone to look at product or service reviews before making a purchase decision
- The response of Australian mobile phone owners to the overall idea of buying things using their mobile phone.

Some key and topical findings from the survey will be presented in the remaining sections of the executive summary. Additional detail about the findings, together with the remaining analysis is detailed in the body of the report.

SURVEY DESIGN AND DISTRIBUTION

To complete the survey the individual had to own a mobile phone and live in Australia. The survey consisted of primarily close ended and multiple-choice questions and took respondents approximately 15 minutes to complete. The survey was initially in the field for 18 days from Friday 23 August to Monday 9 September. The survey was extended for an additional 12 days from Wednesday 11 September to Sunday 22 September in an attempt to increase the number of responses received.

The survey was distributed via:

- Banner ads placed on a range of industry websites including carrier and media sites
- Emails that were sent to previous AMPLI respondents who had agreed to participate in future surveys
- Emails that were sent to some contacts who had previously indicated a willingness to distribute the survey
- Social media.

SURVEY RESPONSE RATE

A total of 2,319 respondents completed the 2013 Survey. This was slightly lower than the response rate for the past few years and most likely because some of the companies that have provided distribution of the survey in the past were unable to provide support this year for a range of different reasons.

As in past years, a large number of responses were received from people whose mobile phone carrier was Virgin Mobile. Consequently, the results were weighted to better reflect carrier market share. Additionally, a decision was made to incorporate the results from those respondents who had completed a reasonable amount of the survey, but did not finish the survey. The sample size used for the analysis was therefore reduced to 1,069 responses. This is still a good response rate.

ABOUT THE SURVEY RESPONDENTS

The survey collected data to enable the creation of a socio-demographic profile of the survey respondents.

In general, the socio-demographic profile of survey respondents is broadly in line with the profile of adult Australians released by the Australian Bureau of Statistics (ABS). Given this finding and the sample size, this confirms that the results of the 2013 Survey sample can be generalised to Australian mobile phone owners between 18 and 75 years of age.

The results also show that the socio-demographic profile of the respondents across all the surveys is relatively consistent, which allows for meaningful comparisons across the years.

The responses were then categorised into groupings by tagging the data with geoTribe¹ groupings. The geo-demographic segmentation applies to Australians 18 years and over, and is based on a sophisticated spatial modelling process that combines Australian Bureau of Statistic Census demographic data with lifecycle stage and socioeconomic status data from the Household Expenditure Survey.

¹ A profiling tool developed by rda research.

In line with the overall generalisability of the survey results to the Australian adult population, the survey profile by the 15 geoTribes is similar to the Australian profile. It further confirms that the behaviours and views of Australians from a wide range of different stages of life and social status were collected. Such profiling analysis provides companies, other organisations and industry with a new and important understanding of how different segments of Australians are using mobile phones and what this may mean for their mobile strategy.

ABOUT THE MOBILE PHONES, PAYMENT PLANS AND CARRIERS

Smartphone Ownership

For the last two years respondents have been asked if their mobile phone was a smartphone. Unsurprisingly there has been an increase in the percentage of respondents that owned a smartphone. 88% of respondents owned a smartphone compared to 76% of respondents last year.

Respondents that did not own a smartphone were asked if they planned to purchase a smartphone during the next 12 months. Although the planned purchase does not always result in actual purchase it does indicate intent, interest and overall mindset. Based on the results, 90% of respondents would own a smartphone by February 2014 and 93% would own a smartphone by August 2014, highlighting that smartphone uptake is still growing.

It is important to keep in mind that the figures relating to smartphone ownership reported in this publication are a reflection of smartphone ownership among the 18-75 year olds, and the generalisability of the results do not extend to older or younger Australians.

Satisfaction With Carrier Services

Respondents were asked to indicate if they were satisfied with a range of different mobile phone service related issues.

Satisfaction with services by carrier clearly shows that variation across the carriers was substantial for many of the services. For example:

- Satisfaction with Virgin was considerably higher for many services including 'range of plans and packages available', 'cost of accessing a data service' and 'customer service'
- Satisfaction with Telstra's network coverage was yet again an obvious standout for the carrier when compared to the other providers
- Vodafone again experienced a substantially lower level of overall satisfaction compared to the other carriers.

Data Inclusion In Payment Options

Respondents were asked if an allowance for mobile data is included in their monthly bill or pre-paid amount. The percentage of respondents that stated they had a data allowance included in their payment options has been substantially growing over the last four years. 84% of the respondents now have data included in their payment options compared to 75% last year, 63% in 2011, 47% in 2010 and 31% in 2009.

The amount of data that is included in payment options has also been steadily increasing over the last four years. Of particular note is the increase in the percentage of respondents with more than 1GB of data (from 17% to 57% over the last four surveys).

ABOUT HOW THE MOBILE PHONE IS USED

Overall Use Of The Mobile Phone

Respondents were asked how often they used their mobile phone for a range of listed purposes.

There has been growth in the use of the mobile phone for all purposes other than voice calls and text messaging. The growth rates for the period 2011 to 2013 were as follows:

- Send and receive emails – 20%
- To get information – 21%
- For entertainment – 20%
- To visit websites, and/or search or browse the internet – 18%
- For banking, including transfers and bill payments – 20%
- To buy things online – 19%.

Since the 2012 Survey ‘To read or edit documents’ was added to the list of phone uses. The growth from 2012 to 2013 was 15%.

Top 5 Ways Respondents Use Their Mobile Phones

Since 2012 respondents have also been asked to rank the top 5 ways they use their mobile phone from a selected list.

The 2013 results of the weighted rankings are consistent with the results from last year. Voice and SMS were clearly the most highly ranked uses, which is not surprising given they are truly entrenched uses of the mobile phone. These two uses of the phone each accounted for slightly more than 20% of total weighted rankings.

Using the mobile to ‘send and receive emails’, ‘to get information and ‘for entertainment,’ and to a lesser extent “to visit websites, and/or browse or search”, make up the second tier of mobile phone use. These uses accounted for between 7% and 14% of the total weighted rankings.

Use Of Websites Versus Applications

Another continued topical issue in the media and industry has been around the use and popularity of websites versus applications, and the resulting implications for businesses. In response to this interest respondents have been asked whether they use more websites or applications on their mobile phones since the 2012 Survey.

The pattern across both years is similar. However, there has been an increase in the overall proportion of respondents using websites and/or applications on their mobile phone from 77% in 2012 to 87% in 2013.

Expected Use Of The Mobile Phone In The Next 12 Months

This question was first asked of respondents in 2012. Although actual and intended use is unlikely to perfectly match, it provides an indication of the interests and intent of respondents for the coming 12 months. The results suggest the following:

- Many respondents plan to increase their current uses of the mobile phone.
 - Around 25% of the respondents currently using their mobile phone for emailing, getting information, and visiting websites/browsing/searching intend to increase their use of the phone for these purposes in the next 12 months.
 - Around 20% of the respondents currently using their mobile phone for voice calls, SMS, entertainment and banking intend to increase their use of the phone for these purposes in the next 12 months.

- o Around 16-17% of the respondents currently using their mobile phone for buying things online and reading or editing documents online intend to increase their use of the phone for these purposes in the next 12 months.
- Only a very small percentage of respondents (1-5%) plan to decrease their use of the mobile phone for any given purpose.
- Only a small percentage of respondents (2-4%) plan to start using the phone for new uses they do not currently use their phones for.

ABOUT THE SPECIFIC SERVICES ACCESSED

Respondents were again asked this year about the specific entertainment, information and communications services they access on their mobile phones. Some key findings that related to high-level and medium-level users were as follows².

- Almost 30% of respondents were high-level users of games. Only a small percentage of respondents were high-level users of the remaining listed entertainment services and content.
- Between 28% and 33% of respondents were high or medium-level users of entertainment services like music downloads, music streaming and video downloads.
- There was an increase in the overall use of all the listed entertainment services and content. In the last year videos/video downloads and music streaming experienced the greatest rate of growth. The proportion of respondents accessing videos/video downloads increased by 12% to 47%, while the proportion of respondents streaming music almost doubled from 21% to 40%.
- Weather and news were the most “popular” information services accessed in terms of frequency of use. Just over 40% of respondents were high-level users of weather (46%) and news (43%) information on their mobile phones, and approximately 30% were medium-level users.
- Maps/location and traffic information were equally popular, but used less frequently. 50% of respondents were medium-level users and 24% were high-level users.
- Between 34% and 40% of respondents were also high or medium-level users of most of the other information services. The only exceptions were restaurant or café information (48%) and TV Guides (29%).
- Email and social networking sites were clearly the most frequently used communication services on the mobile phone. Just over half of the respondents were high-level users of email (58%) and social networking sites and applications (55%).
- MMS had a similar overall proportion of combined high and medium-level users as social networking sites and applications. However, the ratio of high to medium is reversed for MMS with most users being medium-level users.

ABOUT THE APPLICATIONS ACCESSED

Respondents were asked if they had ever downloaded and installed an application on their mobile phone. For those respondents who had used applications additional data was collected.

Average Number Of Applications Used Per Week

Since 2012 respondents have been asked to report the average number of applications they used per week. There has been a clear shift from the use of 5 or less applications per week, towards the use of 6 or more applications per week. There was a 10% increase in the percentage of respondents that used 11 or more applications per week.

² High-level users used the phone for the listed purpose daily (at least 5 times a day or at least once a day). Medium-level users used the phone for the listed purpose at least once a week or at least once a month.

Types Of Applications Used By Respondents

Respondents were asked what type of applications they have used on their mobile phones in the last 6 months. The most popular types of applications used by respondents were “Maps and navigation” (80%), ‘News and weather’ (72%), ‘Games’ (64%), and ‘Photos, Videos and Movies’ (61%).

Paid Applications Downloaded And Installed On The Mobile Phones

Of those respondents who had downloaded and installed applications on their mobile phones, 62% stated they had paid to do so. This figure has increased gradually over the last few years, as follows:

- Survey 6 (2010) - 52%
- Survey 7 (2011) - 60%
- Survey 8 (2012) - 59%
- Survey 9 (2013) - 62%.

ABOUT ADVERTISING AND MARKETING

The special topic two years ago was advertising and marketing on the mobile phone. Some of these key questions were again included this year to provide some ability to track this evolving opportunity in the mobile phone space. The key results follow.

Number Of Businesses From Which Respondents Agreed To Receive Messages

Respondents were asked about the number of businesses from whom they had currently agreed to receive SMS or MMS messages.

There has been a steady increase in the overall proportion of respondents who had agreed to receive SMS or MMS messages from businesses over the last 3 surveys. In 2013 63% of respondents stated they had agreed to receive SMS or MMS messages from businesses, compared to 57% last year and 47% in 2011. Small increases in the percentage of people prepared to receive messages from businesses occurred for the “1-5 businesses” and “6-10 businesses” categories. The findings indicate that mobile phone respondents may be more inclined to agree to receive messages from a small number of businesses with which they already have an established or an important relationship rather than agreeing to receive messages from a large number of businesses.

ABOUT THE IMPACT OF TABLETS ON MOBILE PHONE USE

This was previously a special topic to determine the use of tablets and their impact on mobile phone use. As was the case with mobile advertising and marketing, some of the key questions were again included this year to provide some ability to also monitor this continuing area of interest for industry.

Tablet Ownership Of Respondents

Unsurprisingly, tablet ownership has continued to increase with 56% of the 2013 Survey respondents reporting that they owned a tablet. The rate of growth was considerable given the indication of tablet ownership in past surveys (38% in 2012 and 16% in 2011). We remind readers this figure represents tablet ownership among the 18-75 year olds and not all Australians, as is sometimes the basis for calculating ownership rates.

The rate of growth has not been as rapid as predicted from the ‘planned purchase’ question from the last Survey,

which suggested that tablet ownership in this year's survey would be around 70%. This may be a reflection of the impact of the continuing economic uncertainty on the priorities for purchasing among Australians, but also confirms that stated intention does not necessarily translate to action.

Tablet Use Compared To Mobile Phone Use

A comparison of mobile phone use compared to tablet use was carried out. A higher percentage of respondents have used the tablet for most of the listed range of purposes "in the last 12 months". Unsurprisingly, the only exceptions were voice calls and texting.

A closer analysis of frequent mobile phone users and frequent tablet users (at least once a week) revealed a similar overall pattern of use (excluding voice and SMS). However, the percentage of frequent users accessing the listed services was again consistently higher on the tablet, compared to the mobile phone.

Almost all tablet owners (99%) used websites and/or applications compared to 87% of mobile phone users suggesting that there are some differences in how these devices are being used. Of particular interest is that websites are just, if not more popular, than applications among tablet owners.

Perceived Impact of Tablets on Mobile Phone Use

Finally, respondents were asked whether as a result of purchasing their tablet their use of their mobile phone stayed the same, increased or decreased across a list of phone functions (e.g., banking, website visits, buying things online). Although tablet ownership has increased since the 2012 Survey the profile of impact on phone use remains quite similar. While there is some impact of tablet purchase affecting mobile phone uses (either increasing or decreasing) the percentage of respondents whose phone use is unaffected (stayed the same) by the purchase of a tablet has increased. This suggests that mobile phones and tablets may eventually become complementary devices for the type of uses listed.

SPECIAL TOPIC - MOBILE RETAIL

Purchases Made On The Mobile Phone

More than half of the respondents (54%) made a successful purchase on their mobile phone in the last 12 months.

Paying For Purchases Made On The Mobile Phone

Using a 'credit card or debit card' was the most popular method that respondents used to pay for purchases made on the mobile phone (63%), followed by the use of 'payPal' (52%) and an 'Apple iTunes account' (48%).

Number And Type Of Purchases Made On The Mobile Phone

Of those respondents that had made purchases on their mobile phone, 65% had purchased digital content for their mobile phone (e.g., ringtones, video clips, music, apps, games). This was clearly the most popular type of content purchased for the mobile phone followed by tickets (53%).

Almost a quarter of the respondents who had made purchases on their mobile phone had made more than 5 purchases in the last month. Just under half (45%) had made between 2-5 purchases on their mobile phone in the last month. This suggests that while phone users are using their phones to make purchases the number of transactions is still relatively few.

Impact Of In-Store Purchases

Respondents were asked to specify whether their overall number of in-store purchases had increased, stayed the same, or decreased since they had started making purchases on their mobile phone. Almost 30% of respondents have decreased their in-store purchasing since they started buying on their mobile phones. Over half (56%) of the respondents stated that their in-store purchases had stayed the same, while 11% said their in-store purchases had increased.

Overall Experience Of Making Purchases On The Mobile Phone

The results clearly suggest that for most respondents the experience of making a purchase on their mobile phone has been positive. Almost 80% said that they were “very satisfied” or “somewhat satisfied” with the experience and only 5% were either dissatisfied or very dissatisfied with the experience.

Expected Future Purchasing Behaviour

The positive news for online retailers is that almost 40% of respondents currently using the mobile phone for purchasing believe that the number of purchases they make on their phone will increase in the next 12 months. Only 5% of respondents said they think their purchases will decrease, with just over half believing their number of purchases will remain the same.

Role Of The Mobile Phone In The Purchase Decision

Just over 60% of respondents reported using the mobile phone to compare prices online (64%) and look at product or service reviews (67%) before making a purchase decision in the last 12 months. It is evident that the mobile phone is not only a platform for making the actual purchase, but is also important for many consumers in aiding their purchase decisions.

We trust that this research will enable industry stakeholders to develop a better understanding of Australian mobile phone users as part of their ongoing quest to meet changing consumer needs.

FOR MORE INFORMATION

For more information about:

- The report
- Becoming a sponsor of the 2014 survey
- The option of additional analysis of the AMPLI data to meet your specific needs.

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Or the *AIMIA National Office on (02) 9248 7900*

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INTRODUCTION

This report presents the results of the 9th Australian Mobile Phone Lifestyle Index (AMPLI) survey that has been carried out with the sponsorship and support of Industry.

The overall objective of the study is to gain insights into the current and changing profile, behaviour and preferences of Australian mobile phone users over time. It remains the only known national independent tracking study that makes its comprehensive results freely available to all interested parties.

The first study was initiated by the AIMIA Mobile Industry Group in 2005 and was motivated by the lack of available independent information about Australian mobile phone users. Subsequent surveys have been carried out. Apart from carrying out the survey twice in 2007, the survey has been carried out annually since 2005 as shown below:

- Survey 2 was carried out in May 2006
- Survey 3 was carried in March 2007
- Survey 4 was carried out in August 2007
- Survey 5 was carried out in June 2009
- Survey 6 was carried out in June/July 2010
- Survey 7 was carried out in July 2011
- Survey 8 was carried out in July 2012.

We expect to continue to carry out the study annually in order to investigate longitudinal trends relating to mobile phone use in Australia, as well as studying emerging topics of importance.

The survey consists of a series of core questions that have remained predominately unchanged since the inception of the project. Since Survey 2 questions relating to an annual special topic have also been included in the surveys. The special topics were different for each subsequent survey. The project team together with the AIMIA Mobile Industry Group selects the special topic areas each year and endeavours to capture topics that will have wide appeal and interest to all users of the report. A list of the special topics for past surveys follows:

- Survey 2 2006 - The Impact of 3G
- Survey 3 2007 - Advertising on the Mobile Phone
- Survey 4 2007a - Communities and User Generated Content
- Survey 5 2009 - Mobile Commerce
- Survey 6 2010 - Mobile Phone Applications
- Survey 7 2011 - Mobile Phone Advertising and Marketing
- Survey 8 2012 - Impact of Tablets on Mobile Phone Use.

For the 2013 Survey the special topic questions related to mobile retail – the purchase of goods and services on the mobile phone.

The report is organised into the following key sections:

1. Research Themes and Design
2. Survey Response Rate
3. Interpreting the Results

4. Presentation of the Results
5. The Results
6. For More Information

This research has been designed to enable industry stakeholders to develop a better understanding of Australian mobile phone users as part of their ongoing quest to meet changing consumer needs.

RESEARCH THEMES AND DESIGN

RESEARCH THEMES

In the overall context of developing an understanding of Australian mobile phone users in terms of their profile, current behaviour and preferences, the specific research themes addressed in the study are as follows:

- The socio-demographic and mobile phone profile of Australian mobile phone owners
- How Australian mobile phone owners are using their mobile phones and the frequency of use
- How Australian mobile phone owners plan to use their phones in the near future
- The use of websites compared to the use of applications on the mobile phone
- The specific types of services, content and applications being accessed on the mobile phone
- The current level of engagement with SMS and MMS messages received from businesses
- Tablet ownership among Australian mobile phone owners
- How Australian mobile phone owners are using tablets and the frequency of their use
- The use of applications compared to the use of websites on the tablet
- The change in mobile phone use as a consequence of tablet ownership.

SPECIAL TOPIC FOR 2013

The special topic for the 2013 AMPLI was Mobile Retail. Specific areas that were explored included:

- The proportion of Australians making purchases on their mobile phones
- The number and type of purchases being made by Australians on their mobile phones
- The change in in-store purchases since Australians started making purchases on their mobile phones
- Expected future purchasing behaviour by Australians on their mobile phones
- Overall experience of buying things on their mobile phone
- The frequency of Australians using their mobile phone to compare prices online before making a purchase decision
- The frequency of Australians using their mobile phone to look at product or service reviews before making a purchase decision
- The response of Australian mobile phone owners to the overall idea of buying things using their mobile phone.

It should also be noted that in line with the overall objective of the Survey, the AMPLI:

- Focuses on all adult Australians that own a mobile phone, not only smartphone users
- Includes some user-segmentation (profiling) to help companies determine the mobile phone behaviours of their customers.

SURVEY DESIGN AND DISTRIBUTION

A pilot of the 2013 survey was carried out during August to ensure survey functionality, optimal usability and data integrity. The survey was then activated and in the field for 18 days from Friday 23 August to Monday 9 September. The survey was extended for an additional 12 days from Wednesday 11 September to Sunday 22 September in an attempt to increase the number of responses received.

To be eligible to complete the survey, survey respondents had to own a mobile phone and live in Australia.

The survey consisted of primarily close ended and multiple-choice questions and took respondents approximately 15 minutes to complete. An incentive was offered to encourage potential respondents to participate in the study and also complete the survey. The incentives provided for the 2013 survey were two 16GB Apple iPod Touches and two \$250 Myer Gift Vouchers. Those respondents that completed the survey were eligible to enter a draw for the prizes. A random draw was carried out to select the winners.

The survey was distributed by the following mechanisms:

- Banner ads that were placed on a range of industry websites including carrier and media sites (for a full list refer to acknowledgements)
- Emails that were sent to previous AMPLI respondents who had opted in to receive research requests
- Emails that were sent to some contacts who had previously indicated a willingness to distribute the survey
- Promotion of the survey by social media (e.g., Twitter).

SURVEY RESPONSE RATE

A total of 2,319 respondents completed the 2013 survey. This was slightly lower than the response rate for the past few years and most likely because some of the companies that have provided distribution of the survey in past years were unable to provide support this year for a range of different reasons.

A large number of responses were received from people whose mobile phone carrier was Virgin. This over-representation has occurred in past years (e.g., 2009 to 2011) and in 2011 the survey data was weighted to better reflect the market share in order to facilitate easier interpretation of the results for all mobile stakeholders.

As a consequence of the over-representation of respondents whose mobile phone carrier was Virgin in this year's survey, weighting of responses was once again undertaken. The number of responses received from respondents whose carrier was Virgin was reduced to better reflect market share. Additionally, a decision was made to incorporate the results from those respondents who had completed a reasonable amount of the survey, but did not finish the survey.

What this means

The sample size used for the 2013 analysis was reduced to 1,069. However, it should be noted that this is still a good response rate. The confidence interval for this sample is still small (3).

INTERPRETING THE RESULTS

As you move through the report please remember the following:

- Tables and figures are reported as percentages unless otherwise stated. Due to rounding some totals may range from 99% to 101%.
- Rounding errors may also affect the total percent of collapsed categories. For example combining the frequency categories “at least 5 times a day” and “at least once a day” may not exactly equate to the sum of the rounded percentages for these categories.
- The number of responses for questions may vary, as there were some respondents that did not complete all sections (e.g., demographic questions). However, the confidence intervals are only marginally affected and we can therefore be confident that the results reflect the profile and behaviours of Australian mobile phone users between the ages of 18 and 75.
- Wherever possible and where of value (as considered by the author) comparisons have been made across the surveys. To aid readability, this comparison has usually been shown for the last three or four surveys. Please also remember that in order to capture the changing mobile phone market, there has been variation in the way that some of the information has been collected across the surveys. Consequently, not all questions are comparable across all surveys.

PRESENTATION OF THE RESULTS

The results of the research are presented in nine key sections:

- Section 1: About The Survey Respondents
- Section 2: About the Mobile Phones, Payment Plans & Carriers
- Section 3: About How the Mobile Phone is Used
- Section 4: About the Specific Services Accessed
- Section 5: About The Applications Accessed
- Section 6: About Advertising And Marketing
- Section 7: About the Impact of Tablets on Mobile Phone Use
- Section 8: Special Topic - Mobile Retail
- Section 9: A Broader Look At Mobility

SECTION 1: ABOUT THE SURVEY RESPONDENTS

This section of the report provides a socio-demographic profile of the survey respondents, which includes the following:

- Gender
- Age
- Location
- Housing status
- Employment status
- Income
- Profile by geoTribe

The socio-demographic profile of survey respondents is broadly in line with the profile of adult Australians released by the Australian Bureau of Statistics (ABS) and shows that the results of the 2013 Survey sample can be generalised to Australian mobile phone owners between 18 and 75 years of age.

The results of this section also show that the socio-demographic profile of the respondents across all the surveys is relatively consistent, which allows for meaningful comparisons across the years.

However, to aid readability of this section:

- Comparison between the survey results and the ABS data is included for only some of the demographic variables
- Comparison across all surveys is included for only some of the demographic variables, and typically included responses from the last three or four surveys.

More About geoTribes

A profile of respondents by geoTribe groupings is also presented in this section of the report. geoTribes are a profiling tool developed by rda research, a leading Australian supplier of geo-demographic solutions for companies.

The geo-demographic segmentation applies to Australians 18 years of age and over, and is based on a sophisticated spatial modelling process that combines Australian Bureau of Statistic Census demographic data with lifecycle stage and socioeconomic status data from the Household Expenditure Survey. The 15 geo-tag profiles were introduced to the AMPLI for the first time last year. They have been applied to all of the survey respondents aged 18+ years that have at the least, supplied age, gender and postcode details³. Descriptions of the 15 geoTribes are provided on the following page.

Further analysis of mobile phone behavior by these geoTribes is also presented for some of the mobile phone use results.

Such profiling analysis provides companies and the Industry with a new and important understanding of how different segments of Australians are using mobile phones and what this may mean for their mobile strategy.

³ Most of the alignment to the tribes also drew on additional information supplied by the respondents like suburb and housing type.

geoTribes 15 summary descriptors...



Rockafellas

T1

Affluent mature families. Very high incomes & discretionary spend. Mature children. High home ownership & investments. Spend on fresh food, recreation, culture, school fees & books.



Achievers

T2

Ambitious younger & middle aged families. Higher SES with high levels of household & personal income. High household spend. Younger children. High mortgage payments, credit card debt & consumer loans.



Fortunats

T3

Financially secure retirees & pre-retirees. Incomes primarily from superannuation & investments. Spend on recreation, healthcare, wine & holidays. Read newspapers & make charitable donations.



Crusaders

T4

Career-oriented singles & couples. High earned incomes & hours worked. Spend on fast food, cinemas, recreation & Internet purchases. Higher occupational status, especially professionals.



Preppies

T5

Mature children of affluent parents. Privately schooled, university educated. Orientated towards recreation & travel. Living with their affluent parents & certain of a good place in life.



Independents

T6

Young singles & couples. Renting. High household debt & spend on credit cards. Studying full or part time. Attending music concerts, cinemas & browsing the Internet. Spend on beer, magazines, books & cigarettes.



Suburban Splendour

T7

Middle class mature families. Middle aged families with dependent children. Have computer games, mobile phones, DVD Players & Pay TV. Spend on snack & fast food, school fees, vehicle maintenance & children's clothing. High mortgage debt & interest payment on credit.



Twixters

T8

Mature children living at home. Many part & full time students. High household income & spend. Attend cinemas, use e-mails & the Internet. Spend on fast food & vehicle maintenance, travel, sport participation & Pay TV. Employment problems. Social networks.



debtStars

T9

Financially extended younger families. Middle-SES with high levels of mortgage, credit card & consumer debt. Infants & young children. Spend on fast food, snacks & confectionary, vehicle maintenance, homemaker goods & recreation.



Boomers

T10

White collar post family pre-retirees. Middle SES singles & couples. Investments, especially in property, cash investments & shares. Spend on recreation, newspapers & medical expenses.



True Blues

T11

Blue collar mature families & pre-retiree singles or couples. Lower SES. Long working hours. Spend on vehicle maintenance. Invest for retirement. Prospects of working into older age.



Struggleville

T12

Struggling young & middle aged families. Lower SES. Lower SES. Young children. Spend on infant's clothing, cigarettes & essentials. Employment problems. Divorces. Lone parents. Consumer debt. Government income support.



Grey Power

T13

Better off retirees. Home ownership. Cash investments. Voluntary work. Religious & community involvement. Spend on healthcare, fuel & power & other basics.



Survivors

T14

Retirees living on minimal incomes. Subsistence living on government benefits. Spend on basics, healthcare, household services & food.



Slender Meanz

T15

People living in underprivileged circumstances. Living on government benefits. Public housing. Unemployment, dislocation, divorces & personal trauma.

geoTribes
Brilliantly simple segmentation.

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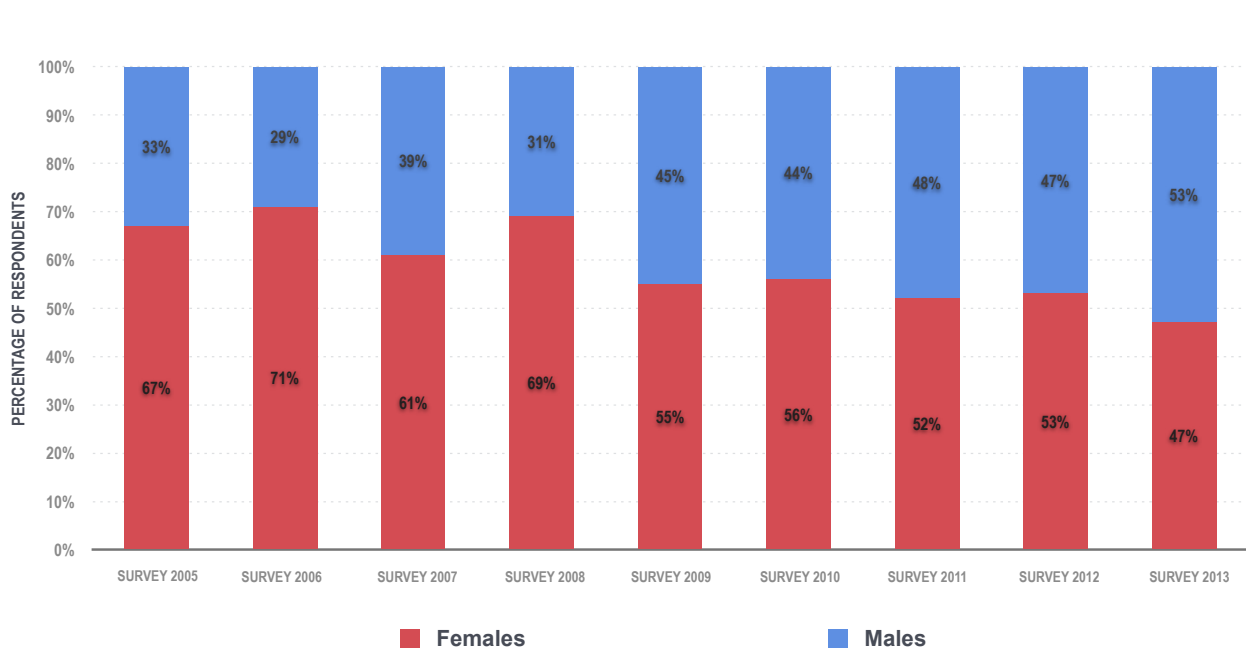
geoTribe Summary Description

geoTribe	Summary Description of geoTribe
Achievers	Ambitious younger & middle aged families
Boomers	White collar post family pre-retirees
Crusaders	Career-orientated singles & couples
Debstars	Financially extended younger families
Fortunats	Financially secure retirees & pre-retirees
Grey Power	Better off retirees
Independents	Young singles & couples
Preppies	Mature children of affluent parents
Rockafellas	Affluent mature families
Slender Meanz	People living in under- privileged circumstances
Struggleville	Struggling young & middle aged families
Suburban Splendour	Middle class mature families
Survivors	Retirees living on minimal incomes
True Blues	Blue collar mature families & pre-retirees singles or couples
Twixters	Mature children living at home

GENDER OF RESPONDENTS

Figure 1 shows a comparison of the gender breakdown of respondents across the surveys.

Figure 1: Gender Breakdown Across The Surveys



Comments

The gender ratio for the 2013 Survey was consistent with the ABS gender profile of Australians.

In the early surveys, there was a slight tendency towards a greater number of females than males, but the mix of males and females has moved more closely to reflect the actual population in recent years.

AGE OF RESPONDENTS

Figure 2 shows a comparison of the age distribution of 2013 respondents compared to the population data from the Australian Bureau of Statistics (ABS). Figure 3 shows the age profile of respondents across the last five surveys.

Figure 2: Age of 2013 Survey Respondents Compared To The ABS Age Profile Of Australians

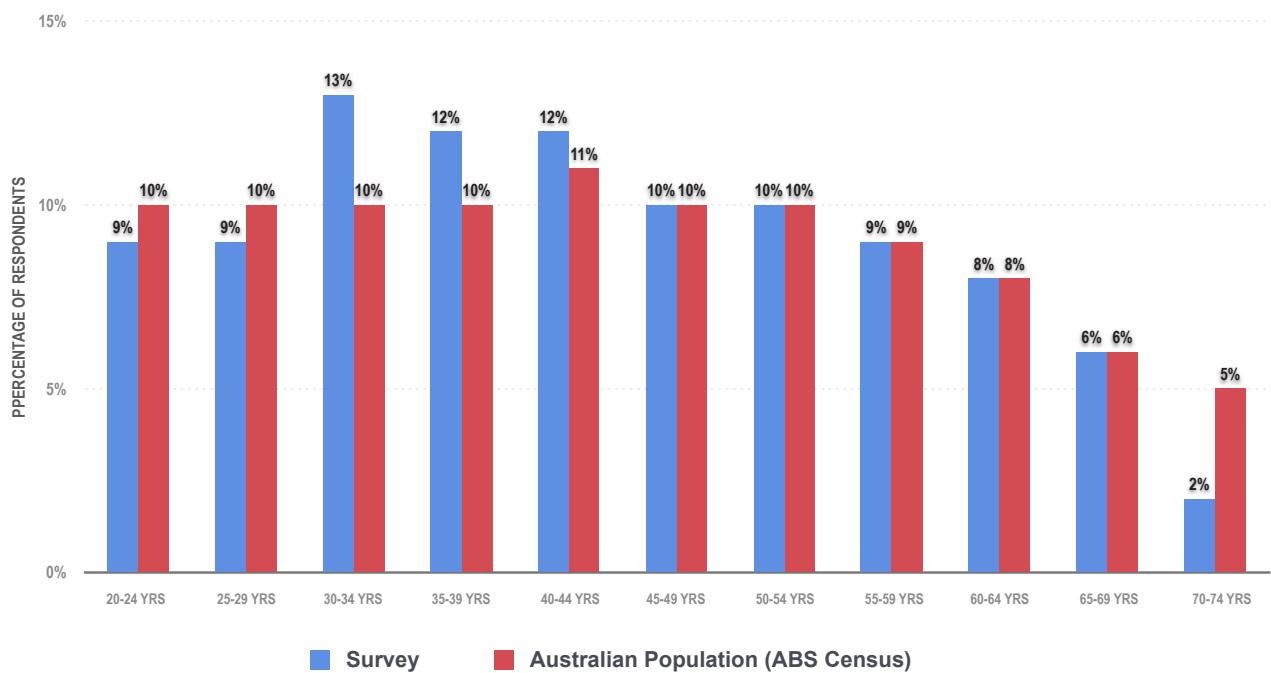
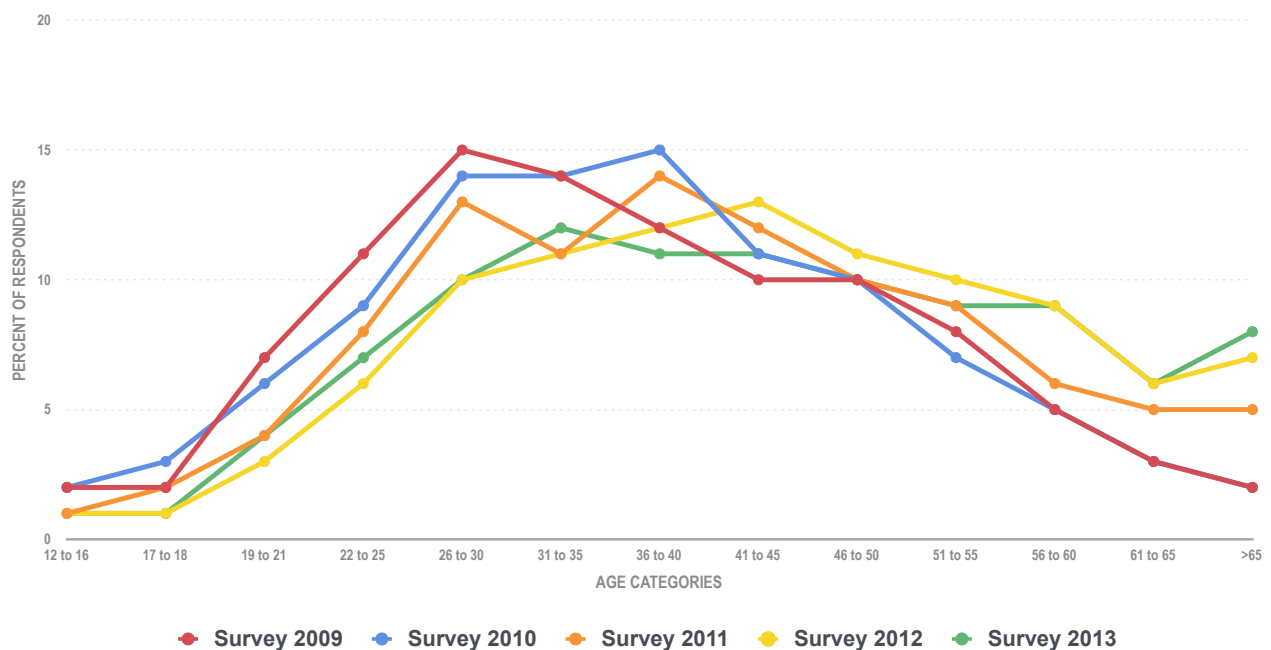


Figure 3: Age of Respondents Across The Last Five Surveys



Comments

The age profile for the 2013 Survey is closely aligned with the ABS age profile of adult Australians up to the age of 75 years, with only a slight over-representation in the 30-39 age groups and a slight under-representation in the 70-74 year age group.⁴

There has been a gradual shift in the distribution of the age profile over the life of the AMPLI survey. There was a bias towards younger respondents in the first survey (2005). Over time, this bias has slowly disappeared as older Australians purchased and started using the mobile phone. Figure 3 shows that the age profile of the respondents in the last few surveys, in particular, more closely matches that of the Australian population.

While there is some variation in the age profile across the surveys, it is nevertheless still possible to compare responses in relation to different age groups across the surveys.⁵ This type of analysis is outside the scope of this report, but can be provided on request.

⁴ The age comparison with the ABS data is usually reported in 5-year age groups e.g. 20-24, 25-29 and it is for this reason that these categories are used in Figure 2 to compare the age profiles of the survey respondents and the ABS data.

⁵ The only exception with respect to comparing survey responses based upon age groups relates to the first survey in 2005 where no responses were collected from people aged greater than 65 years.

LOCATION OF RESPONDENTS

Figure 4 shows the residing state of the respondents compared to the population data from the Australian Bureau of Statistics (ABS). Figure 5 presents the location profile of respondents across all of the surveys.⁶

Figure 4: Residing State Of The 2013 Survey Respondents Compared To The ABS Age Profile Of Adult Australians

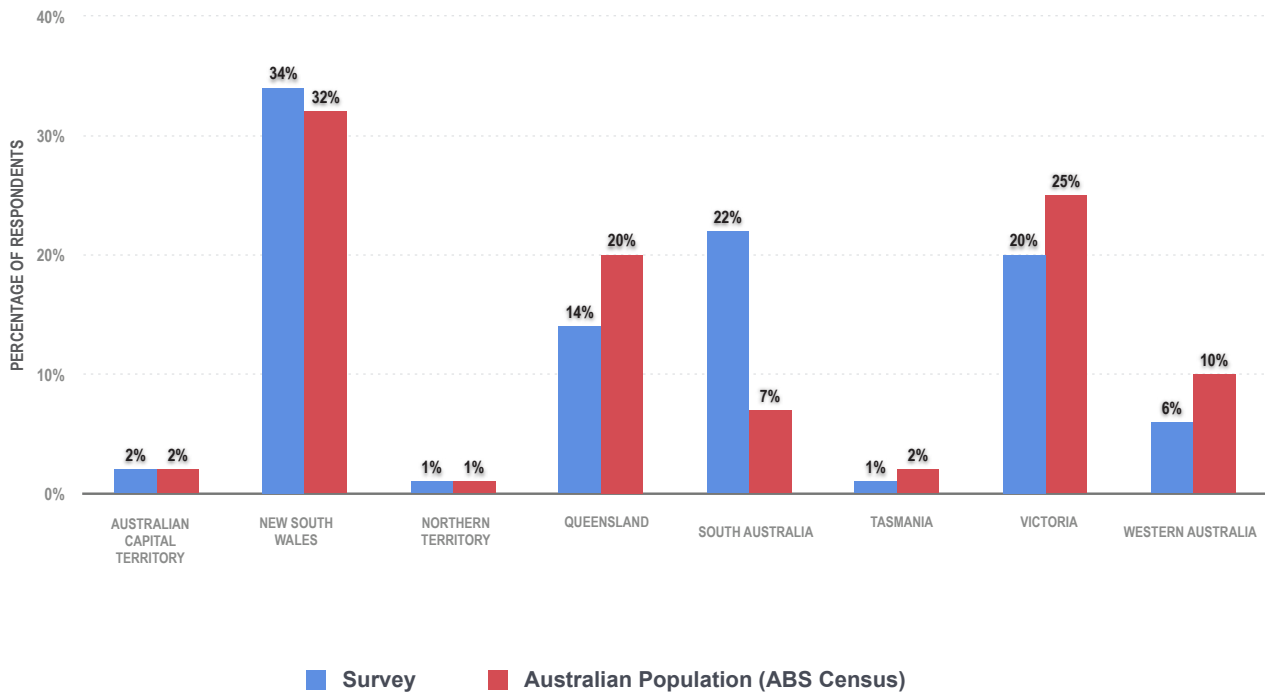
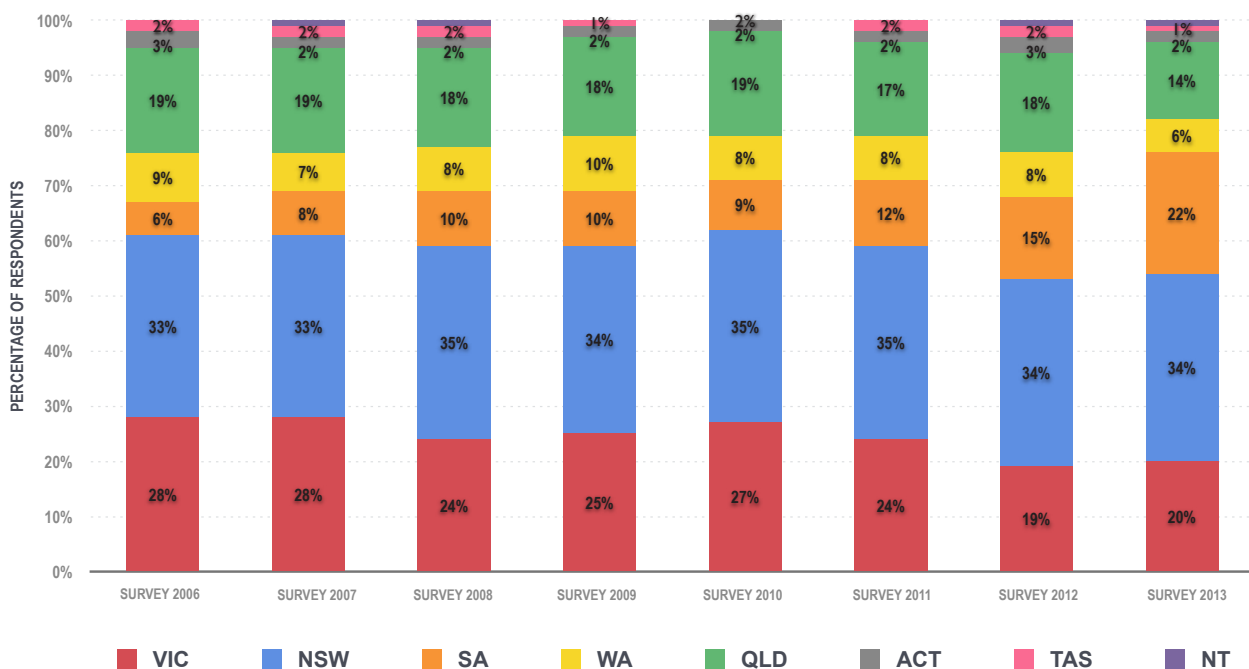


Figure 5: Residing State Of Respondents Across The Surveys



⁶ The residing state of respondents was not collected for Survey 1 (2005).

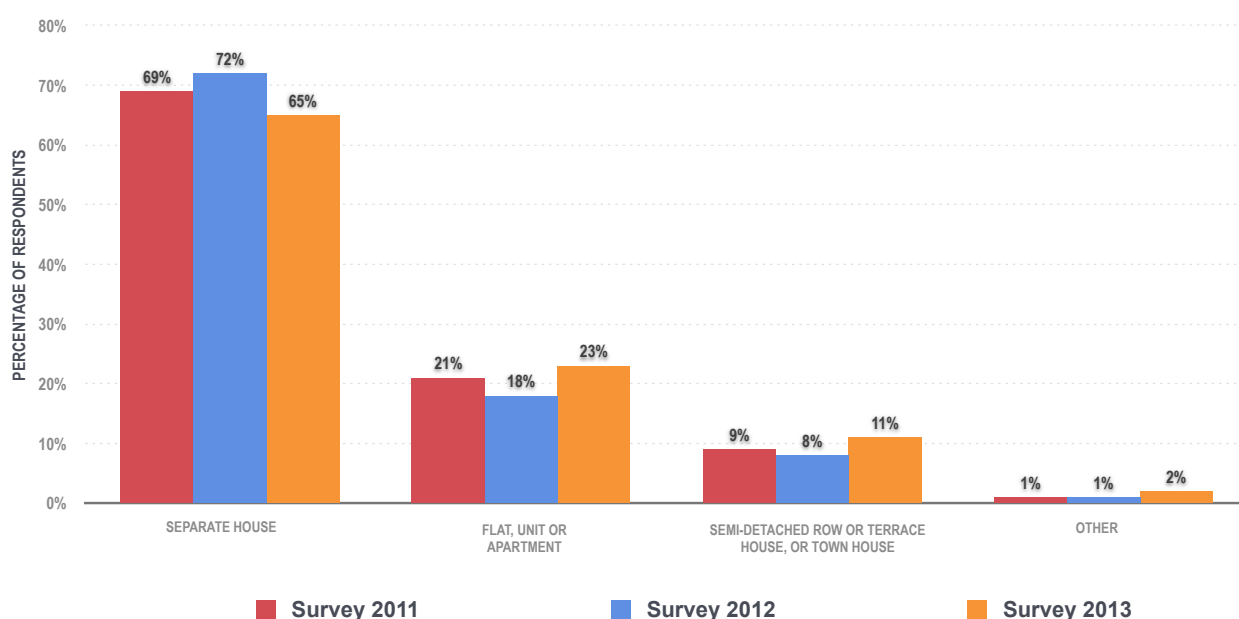
Comments

All Australian States and Territories were represented in all surveys with a similar breakdown across the samples. Overall the profiles were broadly consistent with the ABS with around 55-60% of Survey participants living in New South Wales and Victoria. There was, however, an over-representation of SA respondents and under representation from Victoria and Queensland relative to the ABS profile, especially in the 2013 Survey.

HOUSING STATUS OF RESPONDENTS

In the last three surveys (2011, 2012 and 2013) the housing status of respondents has been recorded. This has allowed better matching of the respondents to the socio-demographic and lifestyle geoTribes, which were introduced in the 2011 report. Figure 6 shows the housing status of Survey 2011, 2012 and 2013 respondents.

Figure 6: Housing Status Of Survey 2011, 2012 And 2013 Respondents



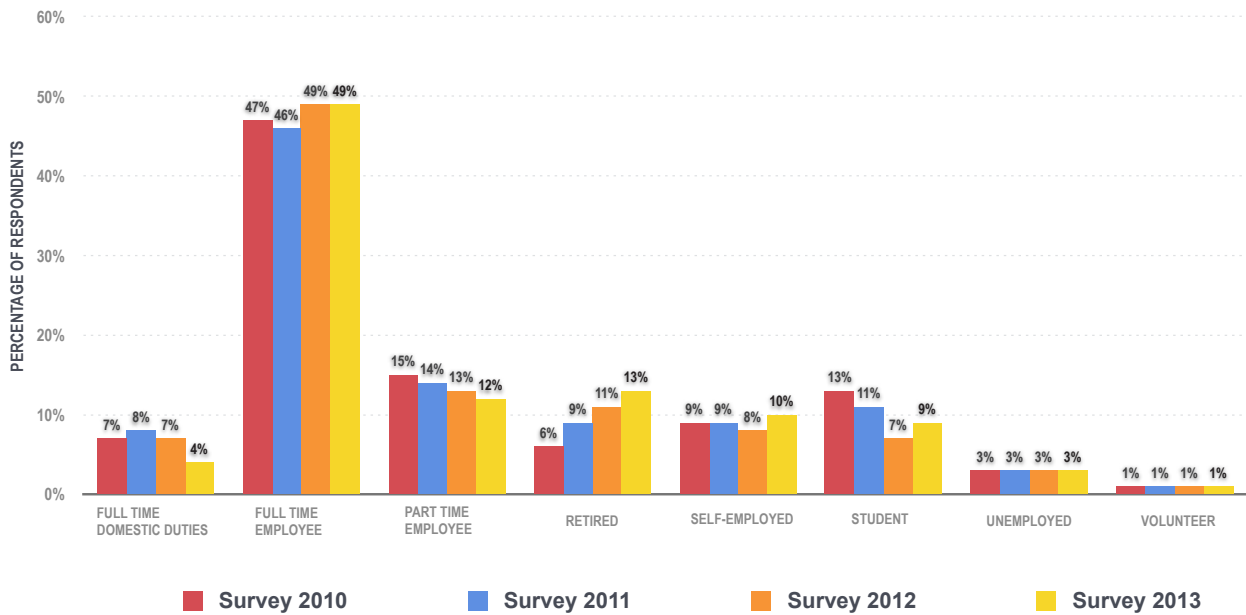
Comments

The housing profile of the respondents was similar across the three surveys. All housing options were represented, with an overwhelming majority living in separate housing. This is consistent with the ABS housing profile of adult Australians.

EMPLOYMENT OF RESPONDENTS

The employment status of respondents is shown in Figure 7. This data was also collected for the first time in 2009 (Survey 5) to provide additional insights about the survey respondents.

Figure 7: Employment Status Of Respondents Across The Last Four Surveys



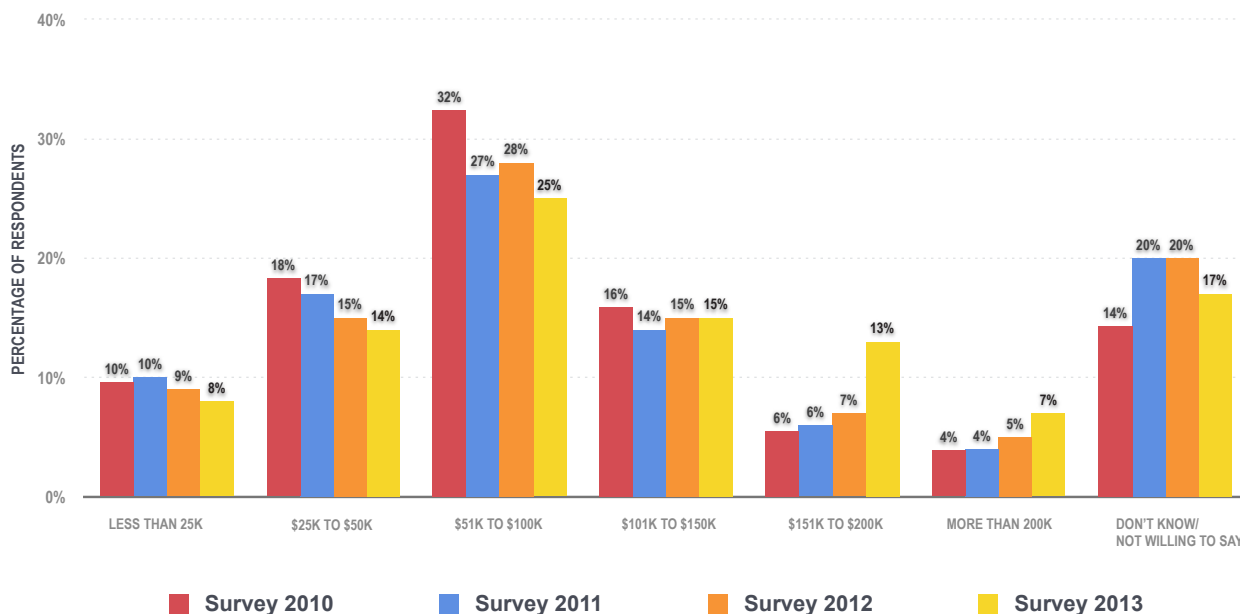
Comments

The employment profile of respondents across the surveys is consistent and suggests that the surveys captured the use and views of respondents from a cross section of different employment status. However, there is a slight shift in the last few surveys in terms of the proportion of retirees, which has been increasing. This better reflects the broader population and the improved generalisability of the later surveys results across the older age brackets. This is in line with the increasing adoption of mobile phones by older Australians in recent years.

INCOME OF RESPONDENTS

Figure 8 shows the breakdown of annual household income of respondents of the last four surveys. Prior to Survey 5, individual income as opposed to household income was collected. The change to household income in 2009 (Survey 5) allowed alignment with data collected through the Australian Bureau of Statistics and is considered a more accurate indicator of social economic status, which may be of interest to some readers.⁷

Figure 8: Annual Household Income Of Respondents Across The Last 4 Surveys



Comments

The overall income profiles for the last four surveys are similar. However, the income profile of respondents from more recent surveys, especially the 2013 Survey, has captured a higher proportion of respondents with a higher household income. This may be a reflection of the increased number of older respondents that have completed the survey in the last few years, which has increased the generalisability of the results to the wider population. It is also in line with the over-representation of “Crusaders” – career orientated singles and couples, especially in the 2013 Survey (see Profile of Respondents by geoTribes).

Since 2011 (Surveys 7, 8 and 9), the words “not prepared to say” were added to the “don’t know” category. This may account for the increase in the “don’t know category” and the subsequent decrease in the middle range categories.

⁷ The weekly individual income of the respondents collected in earlier surveys clearly shows that the surveys had captured respondents who earned across a range of income categories.

PROFILE OF RESPONDENTS BY GEOTRIBE

Table 1 shows the profile of the Survey 2013 respondents by geoTribe compared to the Profile of the Australian Population.

Table 1: geoTribe Profile Of Respondents Compared To The Profile Of Australian Population

geoTribe	Descriptor	Profile of 2013 Survey Respondents	Profile of Australian Population
Achievers	Ambitious younger & middle aged families	11%	9%
Boomers	White collar post family pre-retirees	7%	7%
Crusaders	Career-orientated singles & couples	20%	5%
Debtstars	Financially extended younger families	6%	11%
Fortunats	Financially secure retirees & pre-retirees	7%	7%
Grey Power	Better off retirees	5%	6%
Independents	Young singles & couples	5%	6%
Preppies	Mature children of affluent parents	4%	4%
Rockafellas	Affluent mature families	10%	6%
Slender Meanz	People living in under- privileged circumstances	3%	6%
Struggleville	Struggling young & middle aged families	3%	6%
Suburban Splendour	Middle class mature families	7%	9%
Survivors	Retirees living on minimal incomes	4%	8%
True Blues	Blue collar mature families & pre-retirees singles or couples	7%	6%
Twixters	Mature children living at home	2%	4%
Total		100%	100%

Comments

All 15 geoTribes were represented in the survey sample. This is not surprising given the socio-demographic profile of the respondents already discussed in this section. It confirms, however, that the behaviours and views of Australians from a wide range of different stages of life and social status have been collected. This is again consistent with previous surveys.

In line with the overall generalisability of the survey results to the Australian adult population, the survey profile by geoTribe is similar to the Australian profile. A notable deviation from the Australian profile is that the Crusaders were considerably over-represented in the survey. The lower socio-economic profiles, while represented, are typically under-represented compared to the Australian population. This is consistent with the 2011 and 2012 Survey sample geoTribe profiles (see previous AMPLI reports) and is not surprising given the make up of these particular geoTribe segments. Crusaders are the career-orientated singles and couples who probably spend a lot of time online, and hence may be more likely to complete an online survey. Whereas the priority of the Survivors, for example, is “survival”, that is, these individuals have little income (living off government benefits) that is spent on the basics like food and healthcare rather than spending time online.

SECTION 2: ABOUT THE MOBILE PHONES, PAYMENT PLANS AND CARRIERS

This section includes the mobile phone profile of the respondents, which includes:

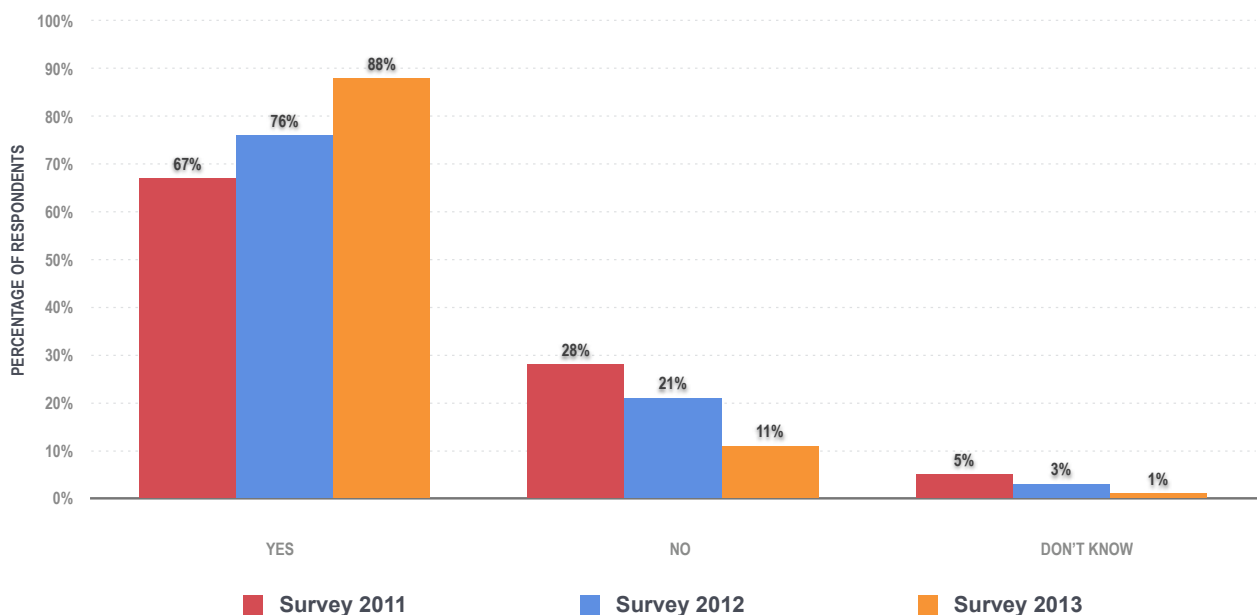
- Smartphone ownership
- Handset brand ownership
- Mobile phone carriers
- Satisfaction with carrier services
- Payment methods
- Monthly phone spend
- Data allowances.

SMARTPHONE OWNERSHIP OF RESPONDENTS

For the last three years respondents have been asked if their mobile phone was a smartphone. A smartphone was defined in the survey as a “mobile telephone with built-in applications and Internet access – more like a handheld computer integrated with a mobile telephone.”

The results are shown in Figure 9.

Figure 9: Smartphone Ownership Of Respondents Across The Last Three Surveys



Comments

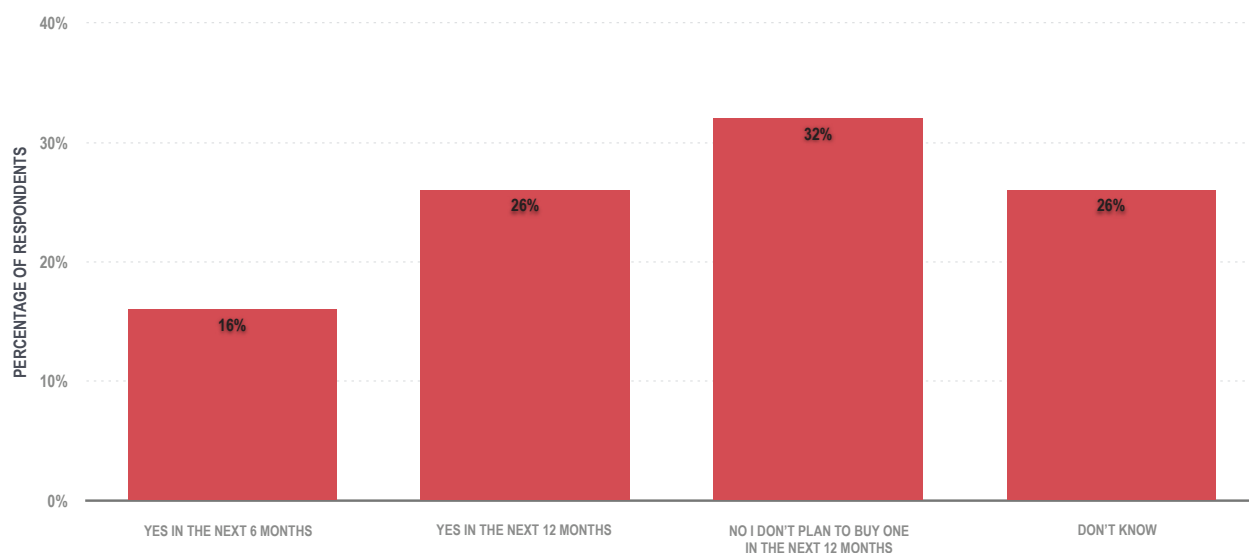
Unsurprisingly, there has been a further increase in the percentage of respondents reporting smartphone ownership. 88% of the respondents owned a smartphone, compared to 76% last year and 67% of respondents in 2011. This is only slightly higher than the forecasted figure from last year's survey. Based on the 2012 Survey results, it was estimated that 84% of the population represented in the Survey would own a smartphone by mid 2013.

There is some debate about the exact current ownership figure in Australia. However, it is uncontested to say that ownership has been increasing rapidly over the last few years. It is important to keep in mind that the figure reported in this publication is a reflection of smartphone ownership among the 18-75 year olds, and the generalisability of the result does not extend to older or younger Australians.

The recorded ownership figures will also vary depending on whether it is being measured as a percentage of the overall number of mobile phone subscriptions in Australia (higher than the total number of Australians) or as a percentage of all Australians or just adult Australians.

Respondents that did not own a smartphone were asked if they planned to purchase a smartphone in the next 12 months. Although the planned purchase does not necessarily correlate with actual purchase, it does indicate intent, interest and overall mindset. The results are shown in Figure 10.

Figure 10: Planned Smartphone Purchase In The Next 12 Months



Comments

Of those respondents that did not own a smartphone, 42% plan to purchase one in the next 12 months. Based on the 2013 survey results, 90% of respondents would own a smartphone by around February 2014 and 93% would own a smartphone by August 2014.

HANDSET BRAND OF RESPONDENTS

Respondents were asked to record the brand of their mobile phone. Table 2 provides a comparison of brands across the last four Surveys.

Table 2: Mobile Phone Brand Ownership Across The Last Four Surveys

Handset Brand	Survey 2010	Survey 2011	Survey 2012	Survey 2013
Apple	21%	32%	40%	45%
Samsung	12%	13%	18%	28%
Nokia	41%	28%	16%	9%
HTC	2%	8%	11%	7%
Sony Ericsson	9%	5%	3%	2%
LG	6%	4%	4%	2%
Motorola	3%	3%	2%	2%
Blackberry	3%	3%	2%	1%
Other	2%	3%	4%	4%

Comments

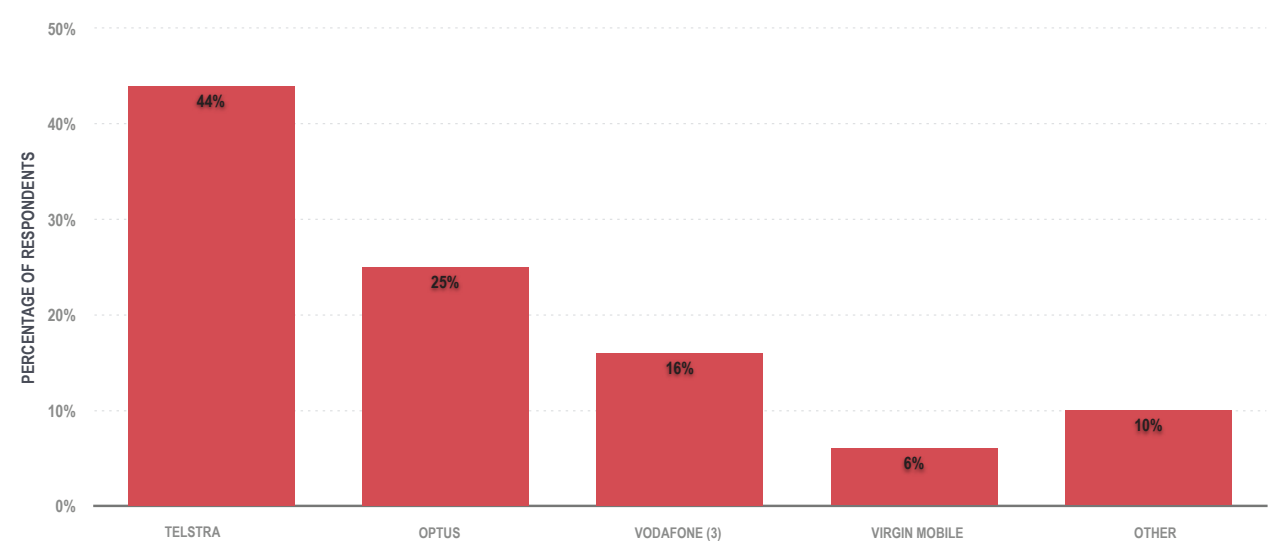
The results show the continued and steady increase in popularity of Apple handsets over the last four years. They remain the clear market leader. The growth rate of Apple ownership, however, appears to be slowing, while there has been considerable increase (10%) in the Samsung handset brand ownership from 2012 to 2013.

Nokia brand ownership continues its steady decline, while brands like HTC that appear to have had a small peak in popularity in the 2012 Survey results, have decreased this year.

MOBILE PHONE CARRIER OF RESPONDENTS

As in previous years respondents were asked to record their telecommunications provider. The results for 2013 are presented in Figure 11.

Figure 11: Mobile Carrier Of Respondents



Comments

The breakdown by mobile phone providers is broadly in line with Australian market share figures. In 2013 the Virgin Mobile respondents were again over-represented in the survey. As per the previous two years the decision was made to weight the Virgin Mobile data in line with the market share to facilitate easy interpretation of the results.

SATISFACTION WITH CARRIER SERVICES

Respondents were asked to indicate if they were satisfied with a range of different mobile phone service related issues. Figure 12 shows the level of satisfaction among the 2013 respondents, with each of the listed carrier services. This information was collected for the first time in Survey 2009 (Survey 5). Figure 13 shows those respondents that were satisfied⁸ with the service provided across the last four years.

Service satisfaction by carrier was also explored. The results for the 2013 analysis are shown in Figure 14. For comparative purposes, (while keeping in mind readability), the 2012 results are included separately in Figure 15.

Figure 12: Satisfaction With Services Provided By Carriers

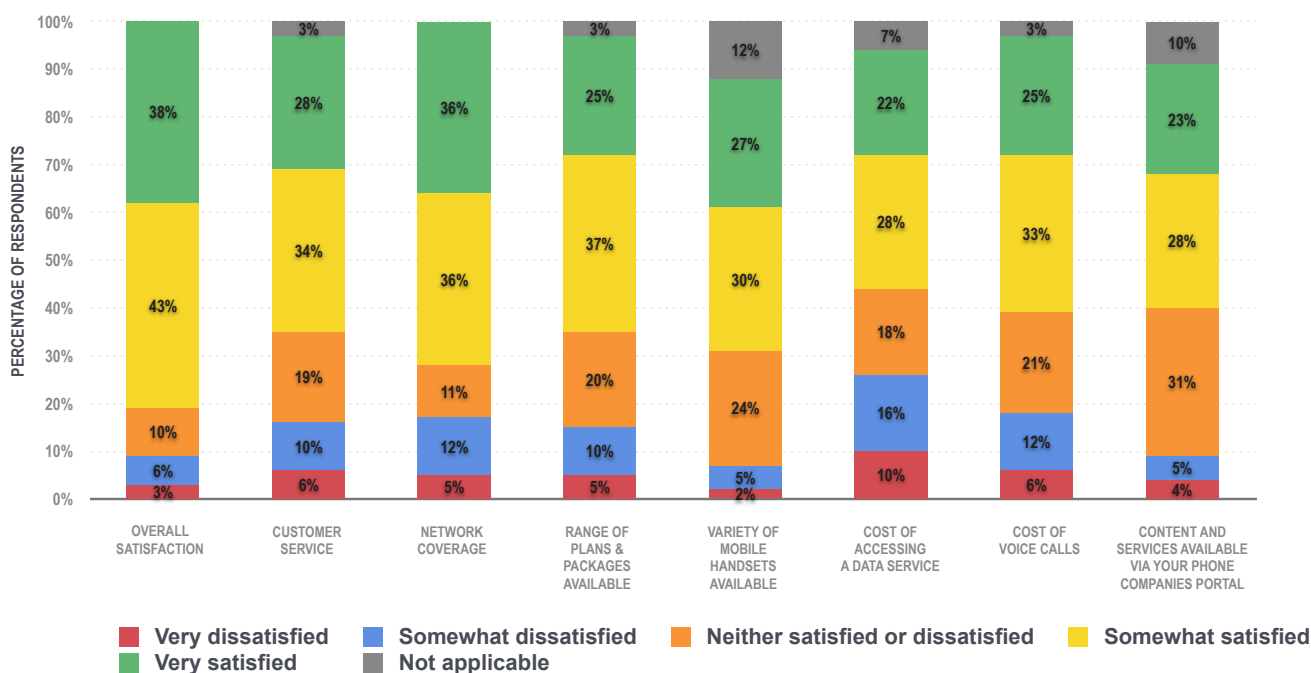
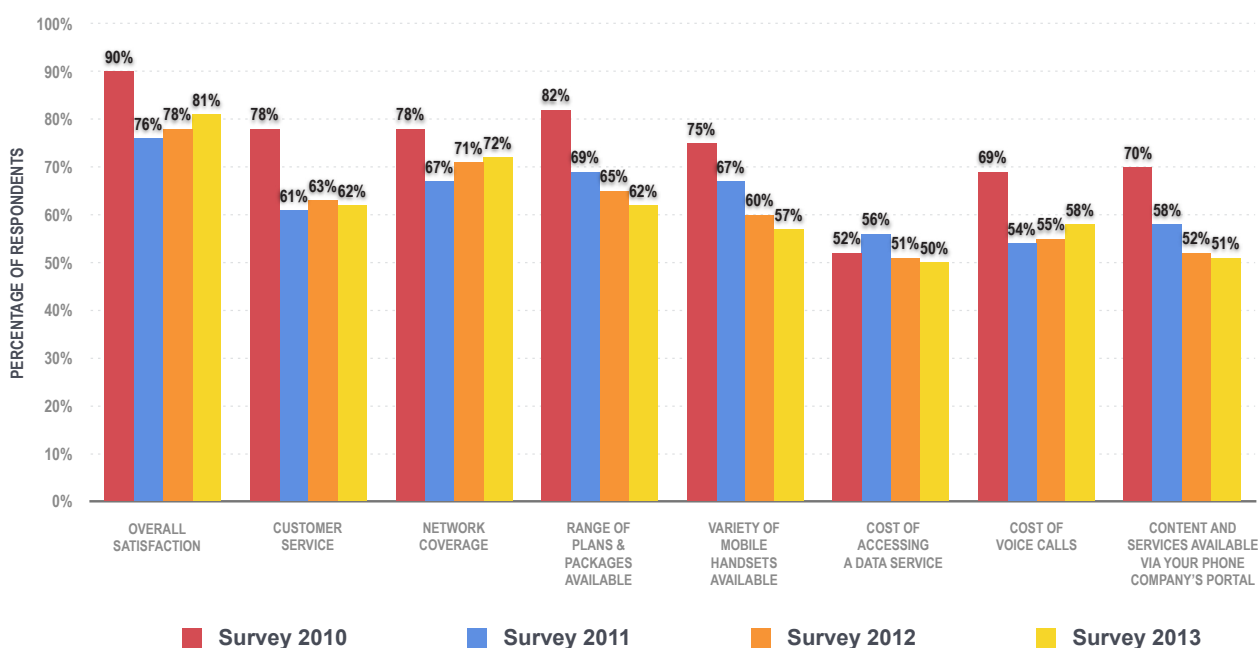


Figure 13: Overall Satisfaction With Services Provided By Carriers Across the Surveys



⁸ Satisfaction was calculated by adding together those respondents that selected either "very satisfied" or "somewhat satisfied."

Figure 14: Satisfaction With Carrier Services By Individual Carrier

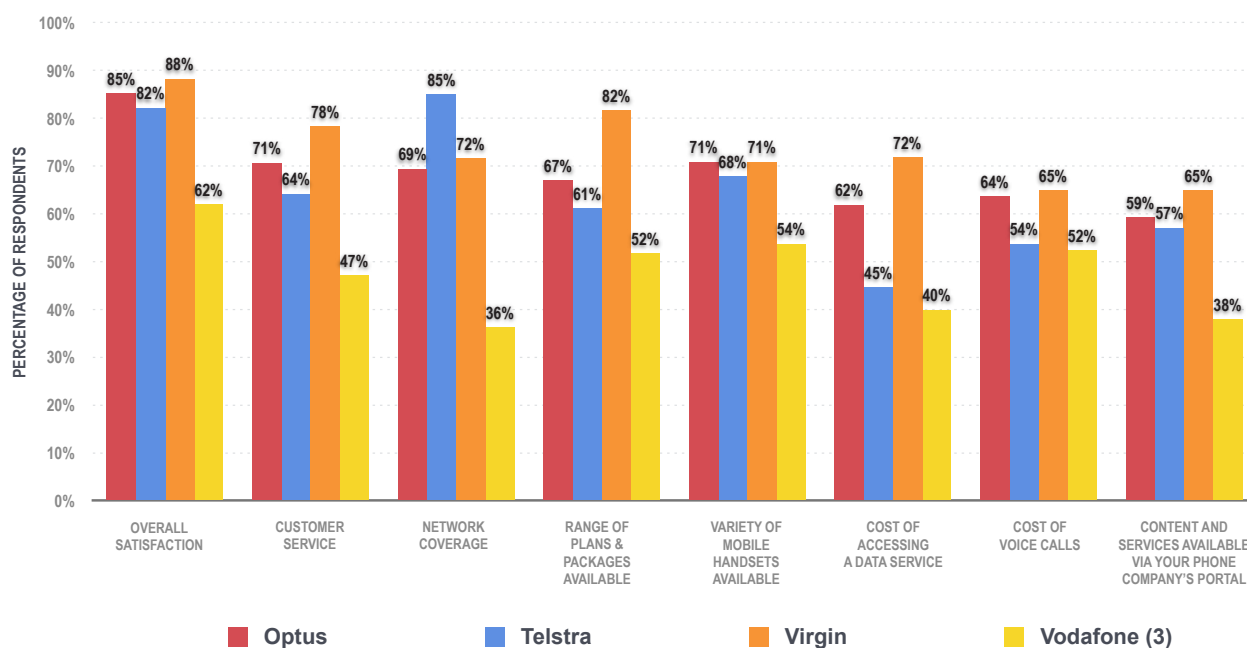
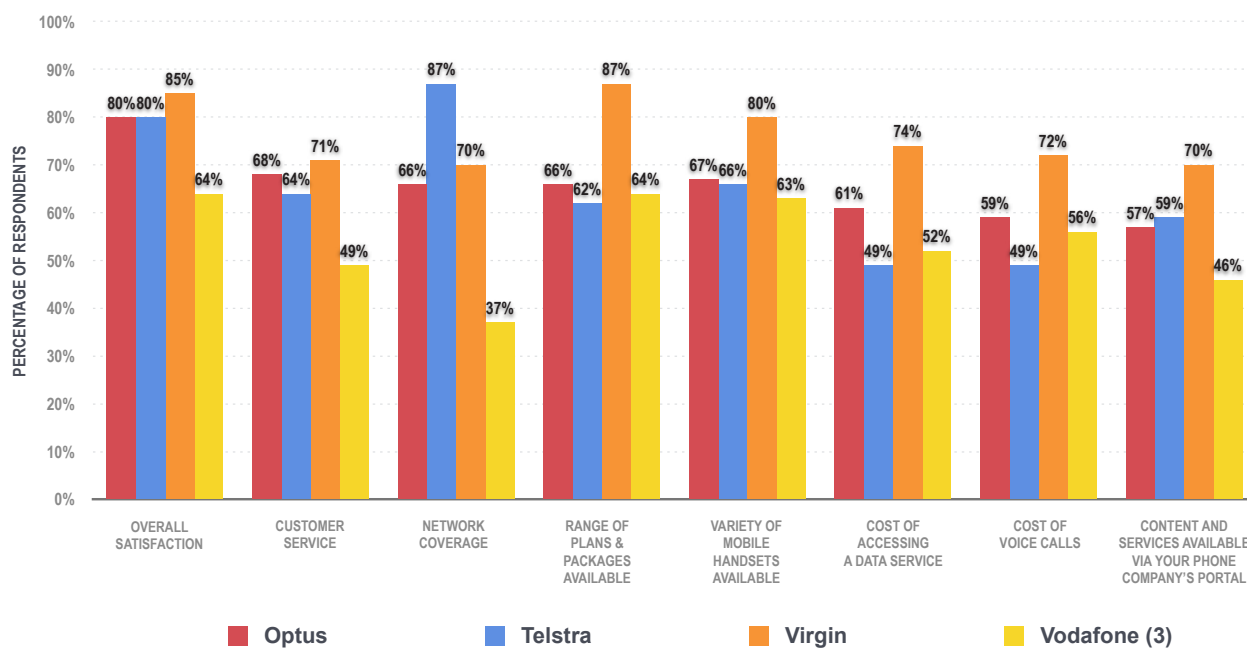


Figure 15: Satisfaction With Carrier Services By Individual Carrier – 2012 results



Comments

“Overall satisfaction” with carrier services increased slightly in 2013 compared to the last few years.

The 2013 Survey results were generally consistent with the 2012 survey results. There are, however, some interesting trends to note over the last few years. The percentage of respondents satisfied with:

- 'Network coverage', 'cost of voice calls' and 'overall satisfaction', is trending upwards, with small increases being recorded year-on-year since 2011.
- 'Range of plans and packages available,' variety of mobile handsets available' and 'content and services available via their phone company's portal' is trending downwards, with small decreases being recorded year-on-year since 2011.

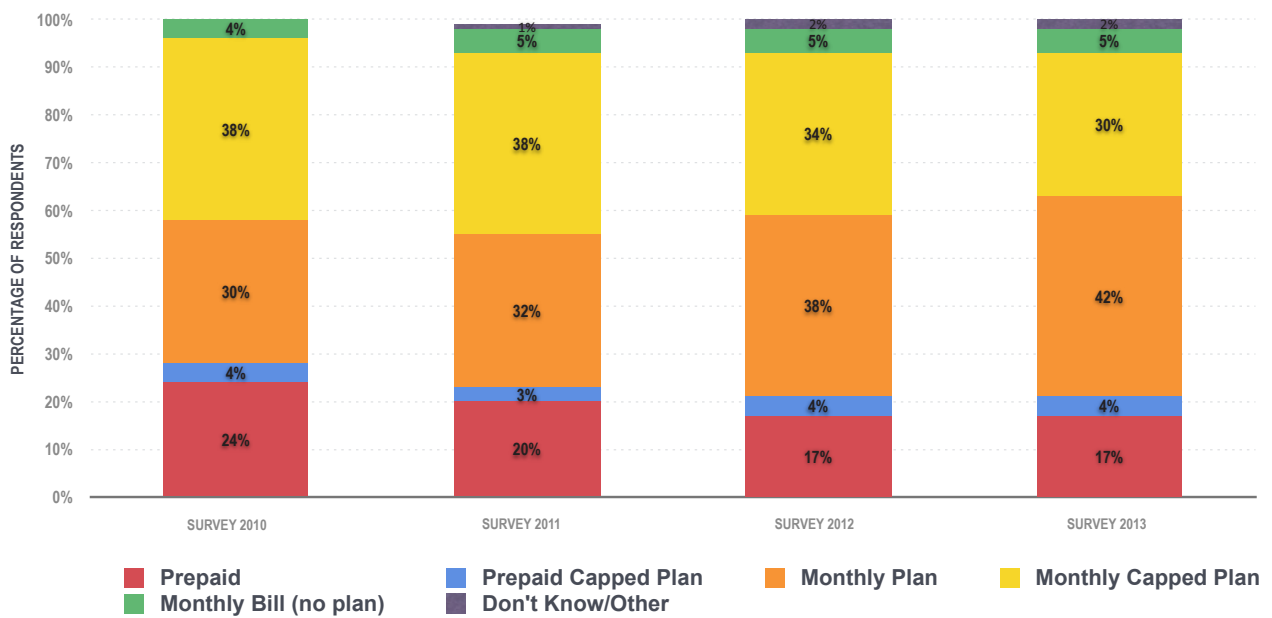
Satisfaction with services by carrier clearly shows that variation across the carriers was again substantial for many of the services. For example:

- Satisfaction with Virgin was higher for many services compared to other carriers. Of particular note was the level of satisfaction with their 'cost of accessing a data service' and 'range of plans and packages available', compared to the other carriers.
- Satisfaction with Telstra's network coverage was again a standout service for the carrier and also compared to the other providers.
- The gap in satisfaction levels has decreased in 2013 for some services between Virgin, compared to Telstra and Optus.
- Vodafone again experienced substantially lower levels of satisfaction compared to the other carriers for most of the listed services. These results are most likely a continued outcome of the network issues the carrier has experienced in the recent past.

PAYMENT OF MOBILE PHONE BILLS

Respondents were asked to record how they paid for their phone bill. Figure 16 shows the results for the last four surveys.

Figure 16: Payment of Phone Bill Across The Last Four Surveys



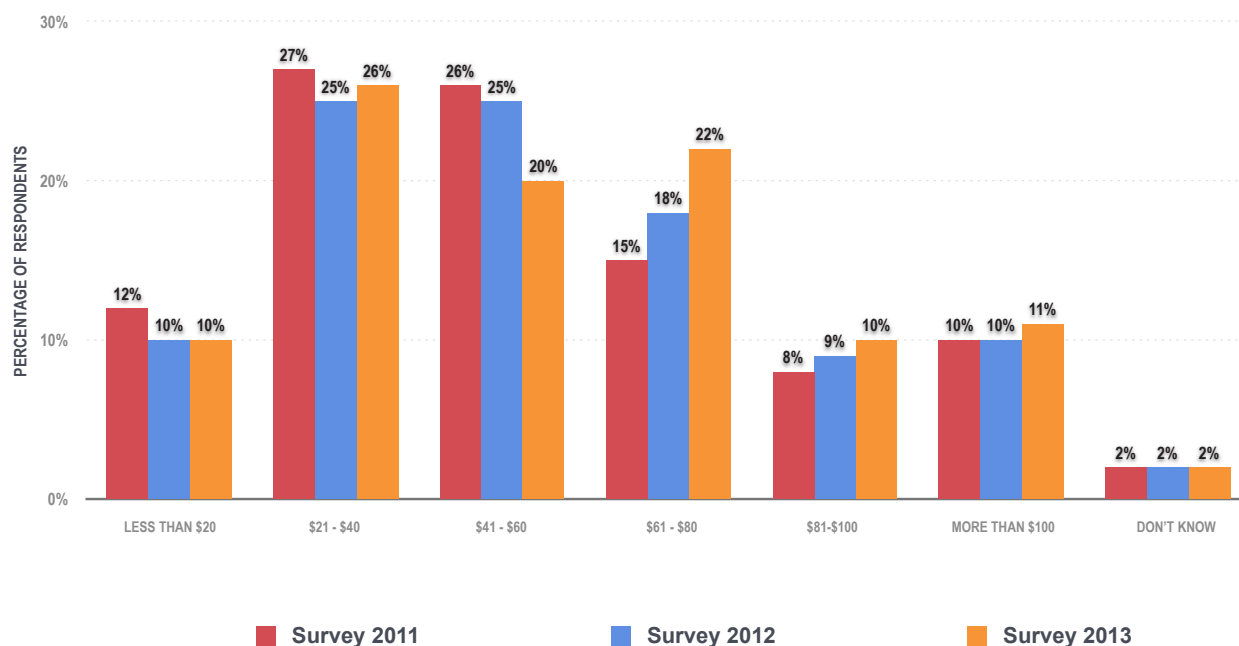
Comments

Overall the results are broadly consistent across the last four years. However, some notable differences include a steady increase in monthly plans since 2011 (Survey 7). This increase has been offset by a decrease in the percentage of respondents on pre-paid payment options and monthly-capped plans.

MONTHLY PHONE SPEND BY RESPONDENTS

For the last three surveys respondents have been asked to indicate the amount of their typical monthly phone spend. The results are shown in Figure 17.

Figure 17: Typical Monthly Phone Spend Of Respondents For The Last Three Years



Comments

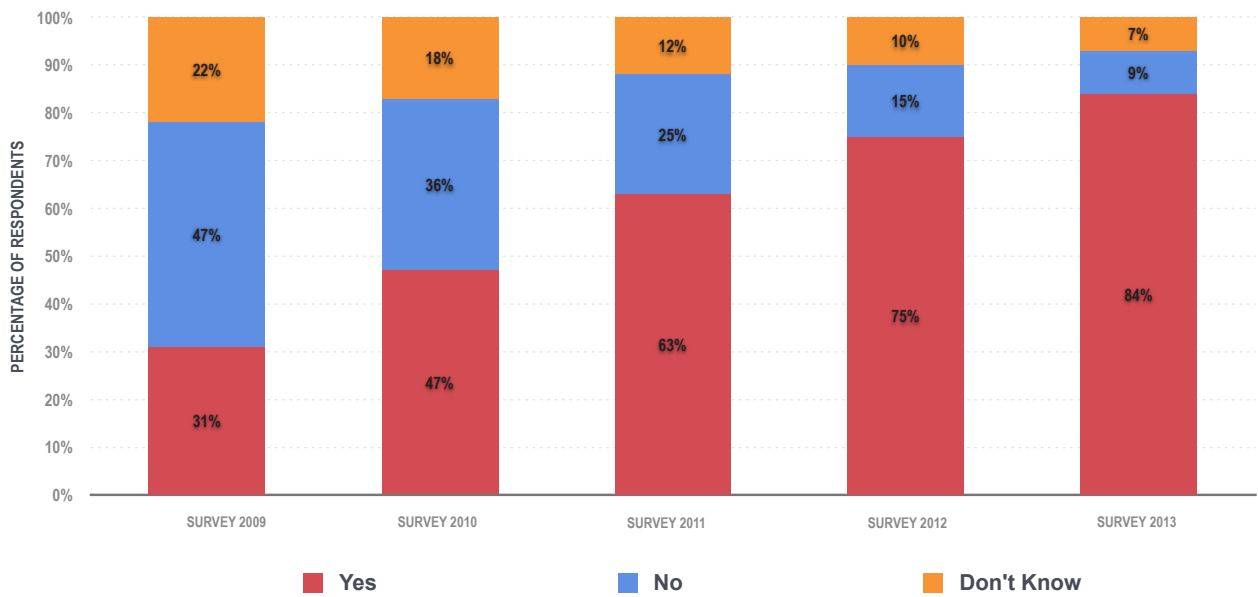
The pattern of spend is broadly similar across the three surveys, with almost 80% of respondents with a typical monthly phone bill of \$80 or less. However, a breakdown of this group into smaller spending categories, shows that over the last three years there has been a reduction in the proportion of respondents spending \$60 or less per month. This can be largely explained by the decreasing trend in the \$41-\$60 category and an increase in the proportion of respondents who are spending between \$61 and \$100 per month. The continued shift in increased monthly expenditure is a reflection of the growing number of Australians, who are utilising (or beginning to) the full functionality of smartphones.

DATA INCLUSION IN PAYMENT OPTIONS

Respondents were asked if an allowance for mobile data is included in their monthly bill or pre-paid amount. Specific questions regarding data allowance have been asked since the 2009 Survey (Survey 5). The decision to include these questions was a direct response to the increasing maturity of the market in terms of the carrier communications around pricing plans and options, and equally as important, the increasing engagement of mobile phone owners with services on their mobile phones.

Their responses are shown in Figure 18.

Figure 18: Inclusion Of Data In Payment Options Across The Surveys



Comments

84% of respondents from the 2013 Survey stated that they had a data allowance included in their payment option.

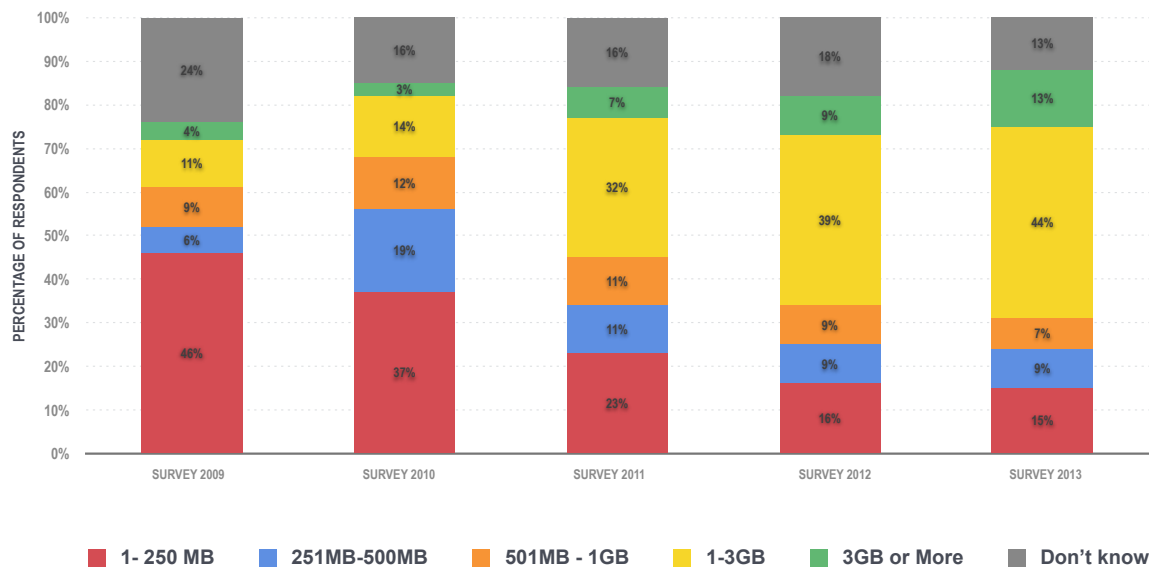
The percentage of respondents that stated they had a data allowance included in their payment options has been increasing quite rapidly over the last four years, with at least 9% growth every year since 2009.

The respondents who had data included in their payment option were then asked how much data was included. The complete responses are shown in Table 3. In Figure 19 some of the usage categories have been grouped together so that the results can be illustrated as a chart and any changes in use more easily interpreted.

Table 3: Amount Of Data Included In Monthly Payment Or Prepaid Options Across The Surveys

Amount of Data	2009 Survey	2010 Survey	2011 Survey	2012 Survey	2013 Survey
1-50MB	32%	24%	8%	5%	5%
51-100MB	6%	4%	5%	3%	3%
101-250MB	8%	9%	10%	8%	7%
251-500MB	6%	19%	11%	9%	9%
501-750MB	2%	3%	3%	2%	3%
751MB-1GB	7%	9%	8%	7%	4%
Between 1 and 3GB	11%	14%	32%	39%	44%
Between 3 and 5GB	1%	2%	4%	6%	9%
5GB or More	2%	2%	3%	3%	4%
Don't Know	24%	16%	16%	18%	13%

Figure 19: Amount Of Data Included In Monthly Payment Or Prepaid Options Across The Surveys (collapsed categories)



Comments

The amount of data that is included in payment options has been steadily increasing over the last five years. Of particular note is the large increase in the 1-3GB category from the 2010 to 2011 Survey (more than doubled from 14% to 32%). This was offset by the substantial decrease in the proportion of respondents with less than 500MB. Since 2011 the amount of growth in the 1GB plus categories has continued, but the year-on-year increases have been considerably smaller (around 6-7%).

The notable increase from 2010 to 2011 in the 1-3GB category was most like a result of the introduction by carriers of more competitive and appealing pricing packages that included increasing amounts of data. Smartphone popularity also started to take hold in the Australian market during 2011.

SECTION 3: ABOUT HOW THE MOBILE PHONE IS USED

This section provides insight into how mobile phone owners are using their mobile phones, including:

- Overall use of the mobile phone
- Top 5 ways respondents use their mobile phones
- Frequency of use of the mobile phone for specific purposes
- Use of websites compared to the use of applications on the mobile phone
- Expected use of the mobile phone in the next 12 months
- Mobile phone use by geoTribe
- Looking into the future.

OVERALL USE OF THE MOBILE PHONE

Respondents were asked how often they used their mobile phone for a range of listed purposes. Respondents have been asked this series of questions since 2005, although the listed uses have been modified throughout the years to account for changes in the market place. Figure 20 shows the overall proportion of 2013 respondents that used the phone for each specific purpose within the last 12 months.

Figure 21 shows comparisons where possible with previous years. This involved re-analysis of the 2011 data so that the categories were aligned with the categories used in the 2012 and 2013 Surveys. This meant that the multiple categories used in the 2011 Surveys around visiting websites, browsing, searching, banking and purchasing were collapsed into the three categories used since the 2012 Survey:

- “to visit websites and/browse or search the internet”
- “for banking including transfers and bill payments”
- “to buy things online.”

The changes to the 2012 Survey (and maintained in the 2013 Survey) were made to reflect the change in the market in terms of how people behave, interact and think about their mobile phone interactions. For example, mobile phone users may no longer differentiate between browsing and/or searching on their mobile phone.

Figure 20: Uses Of The Mobile Phone For A Range Of Purposes In The Last 12 Months

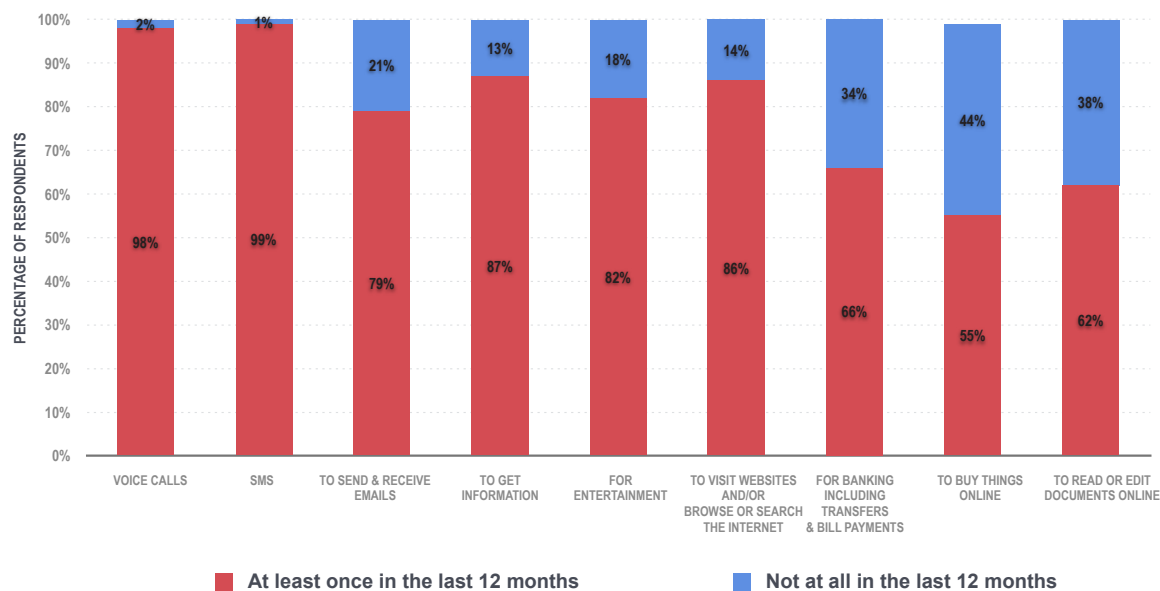
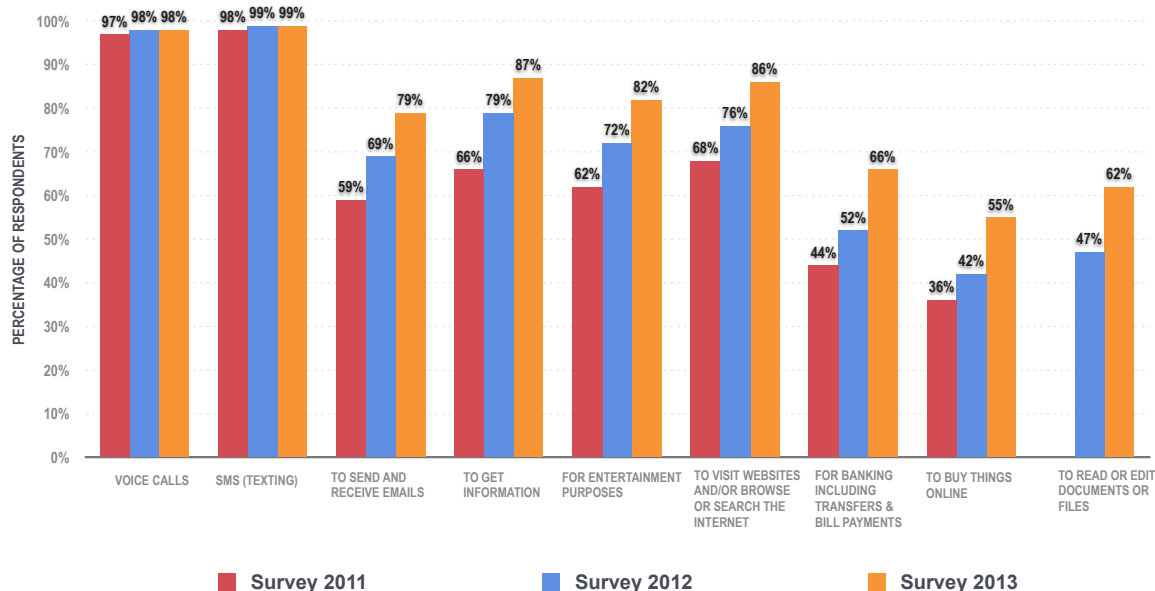


Figure 21: Uses Of The Mobile Phone By Respondents In The Last 12 Months Across The Surveys



Comments

There has been year-on-year growth in the proportion of respondents who used the phone ‘in the last 12 months’, for every listed purpose beyond texting and voice⁹. The growth rate between 2011 and 2013 were as follows:

- Send and receive emails – 20%
- To get information – 21%
- For entertainment – 20%
- To visit websites, and/or search or browse the internet – 18%
- For banking, including transfers and bill payments – 20%
- To buy things online – 19%.

Since the 2012 Survey “To read or edit documents” was added to the list of phone uses. The growth from 2012 to 2013 was 15%.

⁹ Almost all respondents are already using voice and texting so there is almost no room for growth.

TOP 5 WAYS RESPONDENTS USE THEIR MOBILE PHONES

Since the 2012 Survey respondents have also been asked to rank the top 5 ways they use their mobile phone from a selected list.¹⁰ Figures 22 and 23 illustrate the results.

Figure 22 shows the proportion of respondents who ranked each phone use: 1, 2, 3, 4 or 5.

Figure 23 shows the weighted ranks for each use across the Surveys. Weighted ranks take into account the order of the rank. They have been calculated by allocating rank 1 = 5 points, rank 2 = 4 points, rank 3 = 3 points, rank 2 = 2 points, rank 1 = 1 point and then summing the results.

Figure 22: Rank Of Top 5 Mobile Phone Uses By Respondents

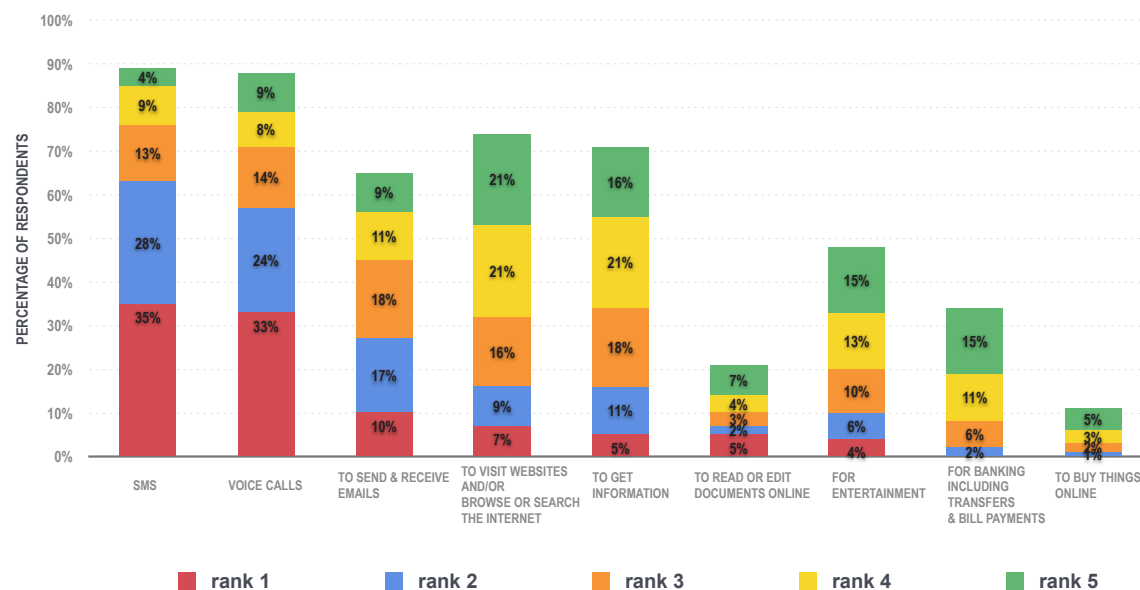
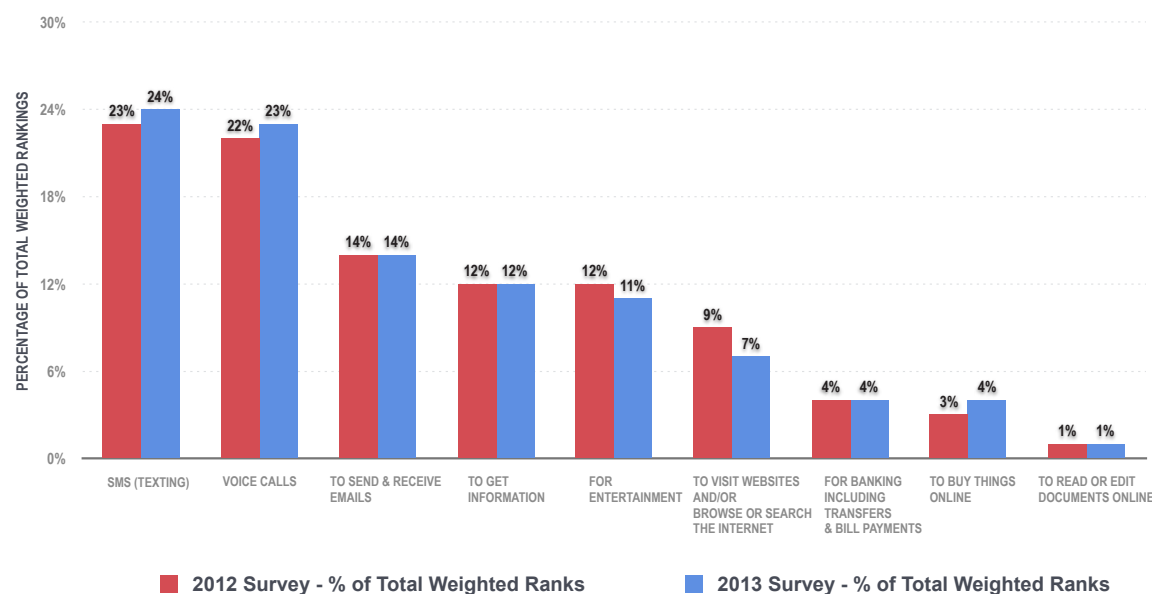


Figure 23: Weighted Rank Of Uses Of The Mobile Phone By Respondents Across Surveys



¹⁰ The list used was the same list of phone purposes used earlier in the survey to capture overall phone uses and frequency of uses.

Comments

Almost 70% of the first rankings chosen by respondents were for SMS or Voice calls. Voice and SMS also dominated the second choice of respondents, comprising just over 50% of the second rankings. The third, fourth and fifth rankings were distributed across a greater number of the mobile phone uses.

The 2013 results of the weighted rankings are consistent with the results from last year. Voice and SMS are clearly the most highly ranked uses, which is not surprising given they are truly entrenched uses of the mobile phone. These two uses of the phone each accounted for slightly more than 20% of total weighted rankings.

Using the mobile to 'send and receive emails', 'to get information and 'for entertainment,' and to a lesser extent "to visit websites, and/or browse or search", make up the second tier of mobile phone use. These uses accounted for between 7% and 14% of the total weighted rankings.

Finally, the results of the weighted rankings confirm that using the mobile phone for 'banking, including transfers', 'buying things' and 'reading or editing documents' are emerging uses of the mobile phone (accounting for approximately 1-4% of the total weighted rankings). The lower percentage of total weighted rankings accounted for by banking may, however, also be partly explained by the fact that it is an activity that is not often carried out daily and therefore was less likely to be ranked above other uses of the phone by respondents.

FREQUENCY OF USE OF THE MOBILE PHONE FOR SPECIFIC PURPOSES

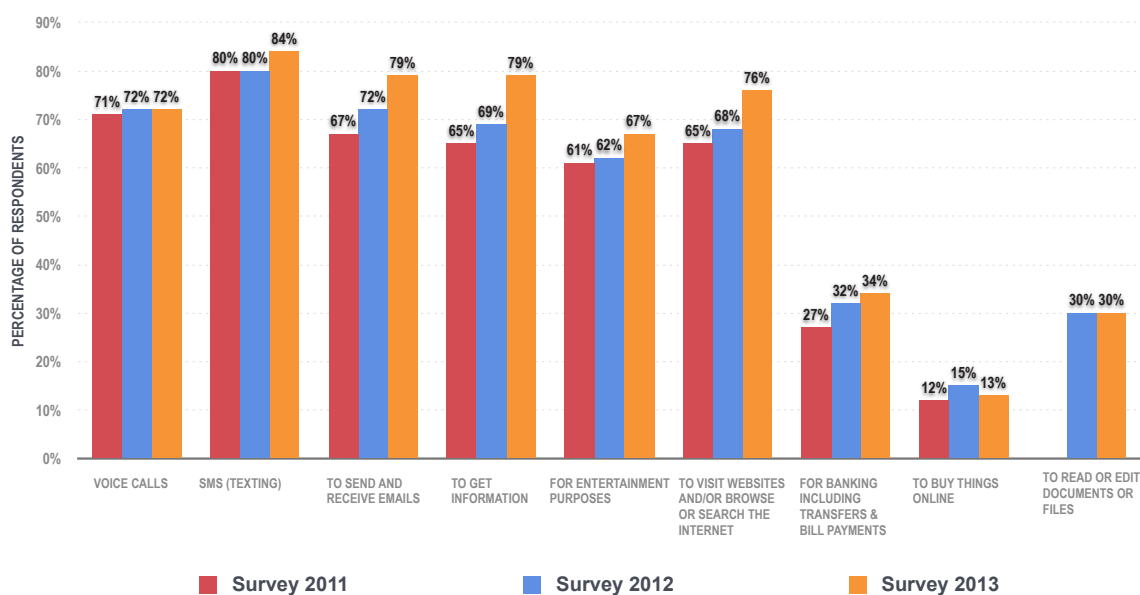
Respondents were asked to identify how often they use the mobile phone for a specific purpose. A detailed breakdown of the frequency of use for each specific purpose is presented in Table 4.

Figure 24 shows the percentage of respondents that are high-level users of the mobile phone for each of the specific purposes across the last three years. High-level users are defined as those that use the mobile phone for that specific purpose at least once a day.¹¹ Figure 25 shows the percentage of medium-level uses for each of the listed phone purposes. Medium-level users were defined as those that used the mobile phone for the given purpose “at least once a week” plus “at least once a month”.

Table 4: Frequency Of Mobile Phone Uses (As A Percentage Of Respondents)

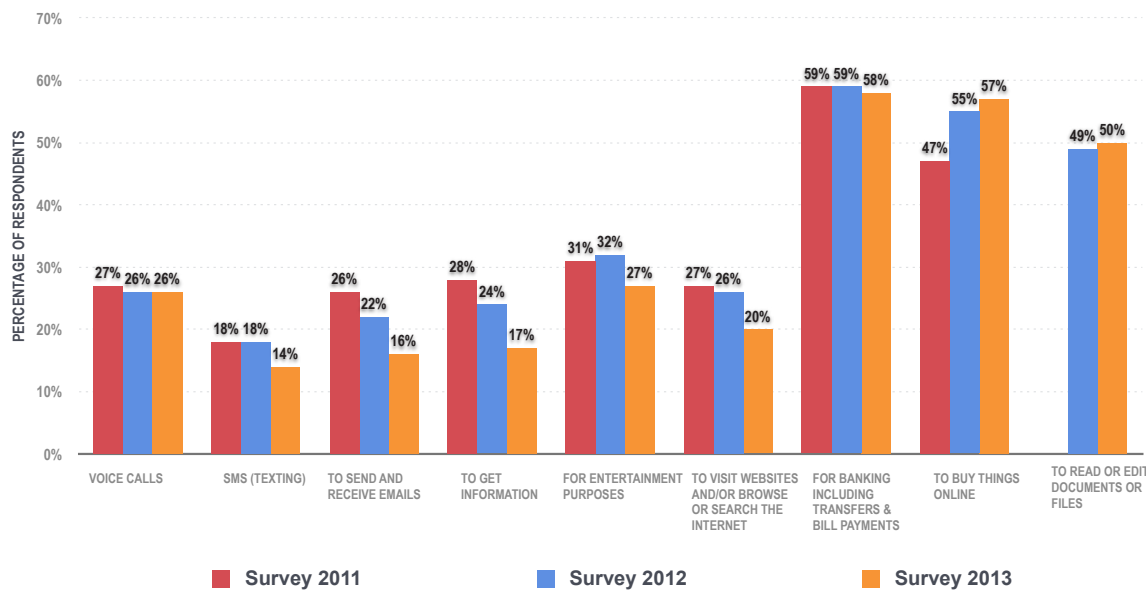
Mobile Phone Use	At Least 5 Times A Day	At Least Once A Day	At Least Once A Week	At Least Once A Month	At Least Once Every Few Months	At Least Once A Year	Not At All
Voice Calls	26%	45%	23%	3%	1%	0%	2%
SMS	45%	38%	12%	2%	2%	0%	1%
To send and receive email	38%	24%	8%	5%	2%	1%	21%
To Get Information	39%	30%	10%	4%	3%	1%	13%
For Entertainment Purposes	26%	28%	16%	6%	4%	1%	18%
To Visit Websites and/or Browse or Search the Internet	36%	30%	12%	5%	2%	1%	14%
For Banking Including Transfers & Bill Payments	5%	18%	29%	9%	3%	2%	34%
To Buy Things Online	3%	4%	14%	18%	12%	5%	45%
To Read or Edit Documents Online	7%	12%	19%	12%	10%	3%	38%

Figure 24: High-Level Users Of The Mobile Phone Across The Surveys (As A percentage Of Those That Use The Phone For That Given Purpose)



¹¹ In the last 3 years this means adding together the category “at least 5 times a day” with “at least once a day.”

Figure 25: Medium-Level Users Of The Mobile Phone Across The Surveys (As A Percentage Of Those That Use The Phone For That Given Purpose)



Comments

There has been steady growth in the percentage of high-level users across many of the listed phone uses of the mobile phone since 2011. In summary, the growth rates between 2011 and 2013 were as follows.

- SMS (texting) – 4%
- Send and receive emails – 12%
- To get information – 14%
- For entertainment – 6%
- To visit websites, and/or search or browse the internet - 11%
- For banking, including transfers and bill payments – 7%.

The use of the mobile phone ‘to read or edit documents or files’ has only been included in the Survey for the last 2 years and the percentage of high level users for both the 2012 and 2013 Surveys was the same (30%).

The increase in the proportion of high-level users for many of the listed established services like emailing, getting info, entertainment and visiting websites, searching and browsing the Internet, has been offset by a decrease in the percentage of medium-level users. The shift from medium-level use to high-level use is to be expected, as people become increasingly comfortable with using their mobile phones for these purposes.

The only increase in medium-level users was for the use of the mobile phone for ‘buying things online’, which increased from 47% in 2011 to 57% in 2013. This is not surprising, since ‘buying things online’ may be currently perceived as more of a “medium” level activity, carried out at least once a week, but not daily. This may change as ‘buying things online’ becomes more prevalent and Australians gain confidence in using their phones for daily purchases (e.g. groceries) and also as businesses provide greater opportunity to do so.

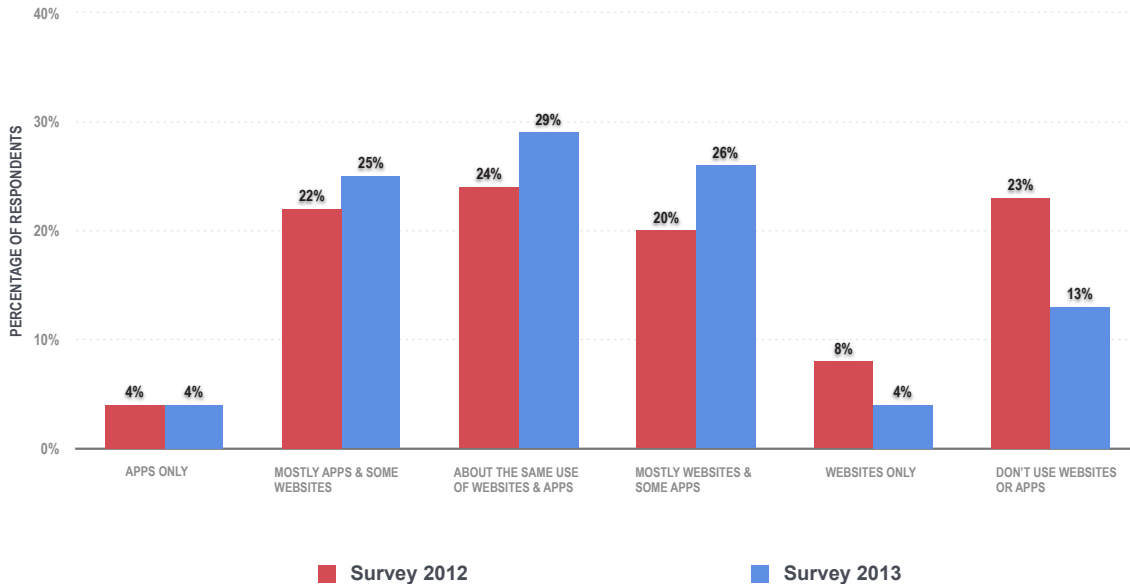
Also of interest is the frequency of use of the mobile phone for ‘banking, including transfers and bill payments’. Currently, almost 60% of respondents are medium-level users of their mobile phones for banking and this has remained consistent over the last few years. However, there is clearly a year-on-year increase in the proportion of high-level users of ‘banking, including transfers and bill payments’ on the mobile phone, which suggests that there is a group of respondents that are becoming increasingly more comfortable with the use of the mobile phone for day-to-day banking activities like bill payments and transfers.

The role of the mobile phone in the purchase decision was explored in more detail as part of this year’s special topic - ‘Mobile Retail’. The results are detailed later in this report.

USE OF WEBSITES VERSUS APPLICATIONS

A continued topical issue in the media and industry has been around the use and popularity of websites versus applications, and the resulting implications for businesses (i.e., invest in an application, website or both). In response, since 2012 the AMPLI Survey has asked respondents whether they use more websites or applications on their mobile phones. The responses are captured in Figures 26.

Figure 26: Use Of Websites Versus Applications By Respondents On Their Mobile Phone (As A Percentage Of All Respondents)



Comments

The pattern across both years is similar. However, there has been an increase in the overall proportion of respondents using websites and/or applications on their mobile phone from 77% in 2012 to 87% in 2013. Also of interest is the following.

- There was a decrease in the percentage of respondents that used 'only websites on their mobile phones from 8% in 2012 to 4% in 2013. Only 4% of 2012 and 2013 respondents also stated they used 'only apps' on their phones.
- Approximately the same percentage of respondents stated they used 'mostly apps and some websites' (25%) and 'mostly websites and some apps' (26%).

Those that used websites on the mobile phone were then asked how they accessed the websites on the mobile phone. The results for the 2013 Survey are shown in Figure 27 and the comparative results with last year are shown in Figure 28.

Figure 27: How Websites Are Accessed On The Mobile Phone

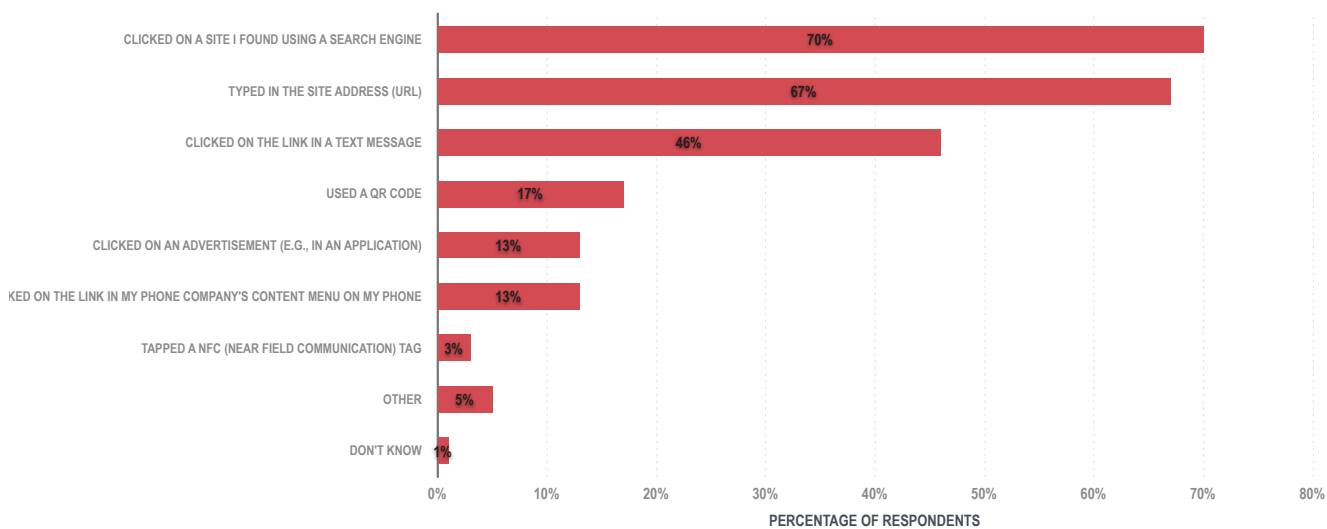
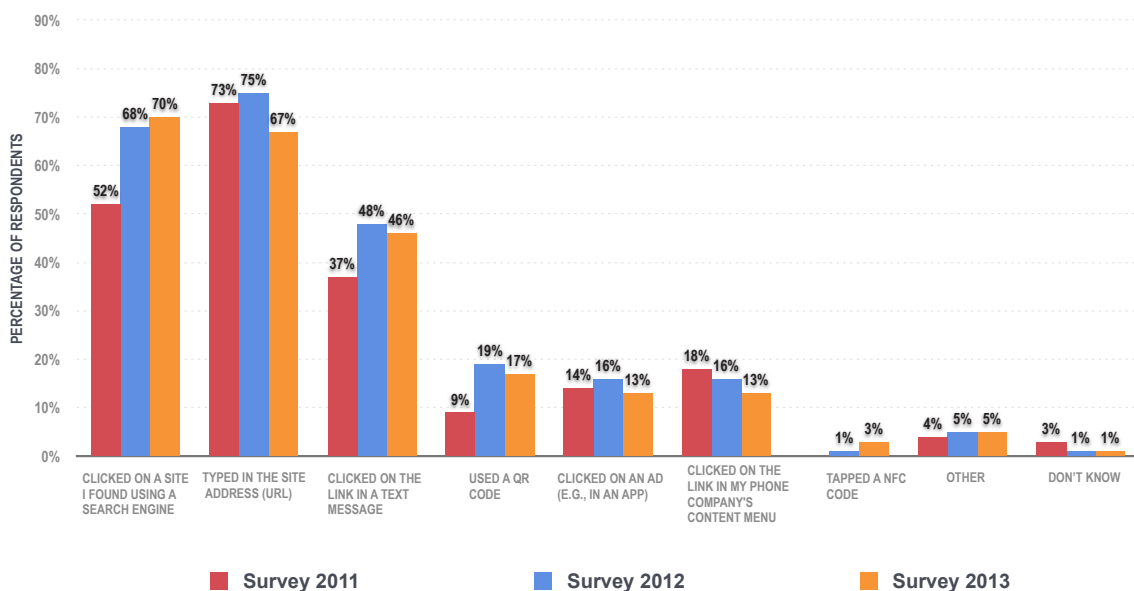


Figure 28: How Websites Are Accessed On The Mobile Phones Across Surveys¹²



Comments

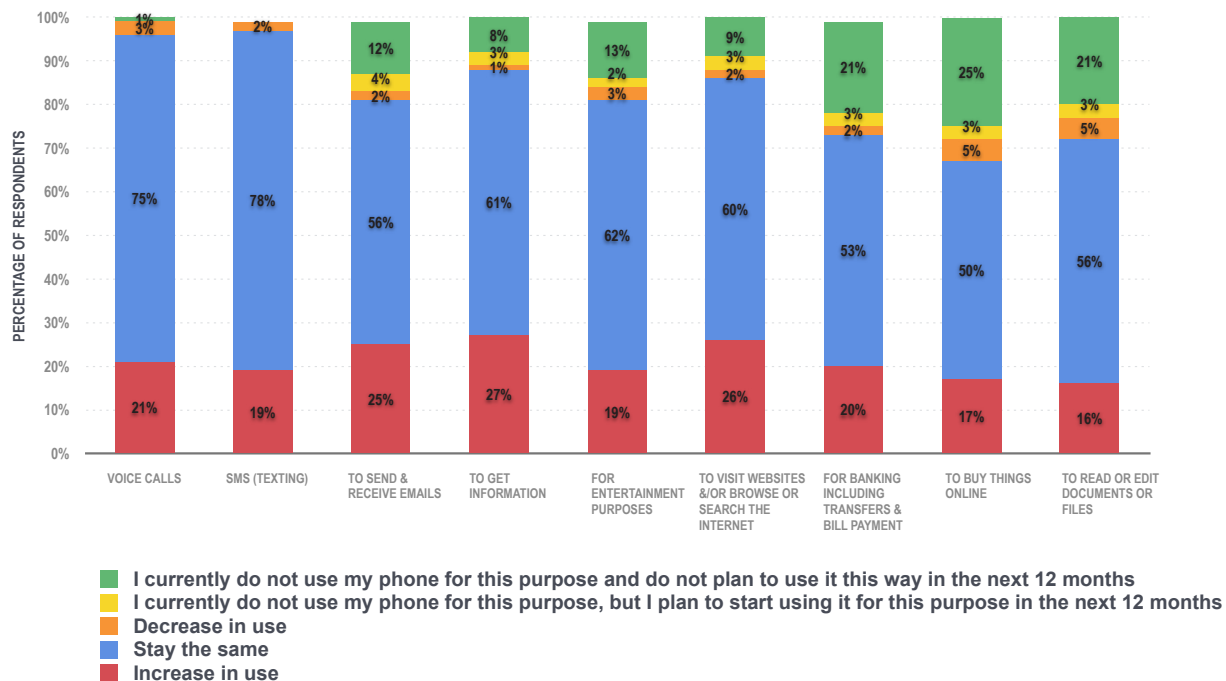
‘Clicking on a site found using a search engine’, ‘clicking on the link in a text message’ or ‘typing a site address - URL’ still remain very popular means of accessing websites on the mobile phone. There has, however, been a decrease in the percentage of respondents typing in the site address (URL) from 75% in 2012 to 67% in 2013. This is most likely a reflection of the increased confidence and activity of mobile phone users in searching the web and in clicking on links on their phones. The continued decrease in accessing websites via the carrier’s content menu is further support of this growing confidence.

¹² In 2011 respondents were also asked how they accessed websites on their mobile phone.

EXPECTED USE OF THE MOBILE PHONE IN THE NEXT 12 MONTHS

Figure 29 provides a picture of how the respondents intend to use their mobile phones in the next 12 months relative to their current use. This question was first asked of respondents in 2012. Although actual and intended use is unlikely to directly correlate it provides an indication of the interests and intent of respondents.

Figure 29: Expected Future Use Of the Mobile Phone In The Next 12 Months



Comments

Some interesting insights follow.

- Many respondents plan to increase their current uses of the mobile phone.
 - Approximately 25% of the respondents currently using their mobile phone for emailing, getting information, and visiting websites/browsing/searching intend to increase their use of the phone for these purposes in the next 12 months.
 - Approximately 20% of the respondents currently using their mobile phone for voice calls, SMS, entertainment, and banking intend to increase their use of the phone for these purposes in the next 12 months.
 - Approximately 16-17% of the respondents currently using their mobile phone for buying things online and reading or editing documents intend to increase their use of the phone for these purposes in the next 12 months. This suggests a slower increase in their frequency of use compared to some of the other listed uses of the phone. This may be partly explained by the emerging nature of these phone uses, which means that these activities may not currently be carried out daily on their mobile phones. As previously explained this may change as Australians gain confidence in using their phones to make their daily purchases (e.g. groceries) and also as businesses provide and make consumers aware of the mechanisms to do so.
- Only a very small percentage of respondents (1-5%) plan to decrease their use of the mobile phone for any given purpose.
- Only a small percentage of respondents (2-4%) plan to start using the phone for new uses for which they do not currently use their phones. This suggests that the continued expansion of service uptake, regardless of how well entrenched uses are (e.g., email compared to buying online), will occur more slowly in the coming year.

MOBILE PHONE USE BY GEOTRIBE

In this section mobile phone use by geoTribes is presented for the Survey 2013 results. Mobile phone use by geoTribe includes:

- Overall mobile phone use by geoTribe in the last 12 months
- High-level and medium-level users by geoTribe
- High-level and medium-level users within each geoTribe.

The summary description of the geoTribes included earlier in the report is again shown below to aid in readability. A more detailed description of the geoTribes can be found earlier in the report (see Section 1).

Summary Description Of The geoTribes

geoTribe	Summary Description of geoTribe
Achievers	Ambitious younger & middle aged families
Boomers	White collar post family pre-retirees
Crusaders	Career-orientated singles & couples
Debtstars	Financially extended younger families
Fortunats	Financially secure retirees & pre-retirees
Grey Power	Better off retirees
Independents	Young singles & couples
Preppies	Mature children of affluent parents
Rockafellas	Affluent mature families
Slender Meanz	People living in under- privileged circumstances
Struggleville	Struggling young & middle aged families
Suburban Splendour	Middle class mature families
Survivors	Retirees living on minimal incomes
True Blues	Blue collar mature families & pre-retirees singles or couples
Twixters	Mature children living at home

Overall Mobile Phone Use

Table 5 shows overall mobile phone use in the last 12 months by geoTribe.

Table 5: Overall Mobile Phone Use By geoTribe

GeoTribe	Voice calls (n=1741)	SMS (n=1760)	To send and receive emails (n=1226)	To get information (n=1408)	For entertainment purposes (n=1292)	To visit websites, browse or search the Internet (n=1353)	For banking including transfers & bill payments (n=921)	To buy things online (n=748)	To read or edit documents or files (n=845)
Achievers	100%	100%	86%	94%	91%	97%	74%	67%	73%
Boomers	100%	100%	55%	72%	59%	72%	47%	38%	40%
Crusaders	99%	99%	98%	100%	98%	100%	91%	79%	83%
Debtstars	98%	100%	78%	91%	89%	91%	76%	58%	69%
Fortunats	98%	100%	75%	80%	70%	80%	57%	47%	52%
Grey Power	97%	95%	44%	51%	41%	41%	28%	23%	26%
Independents	95%	100%	95%	100%	98%	100%	86%	77%	81%
Preppies	100%	100%	88%	94%	97%	94%	79%	67%	79%
Rockafellas	99%	100%	87%	91%	90%	91%	60%	60%	77%
Slender Meanz	95%	100%	75%	85%	70%	85%	40%	25%	40%
Struggleville	100%	100%	88%	96%	92%	96%	72%	60%	56%
Suburban Splendour	100%	98%	67%	87%	82%	83%	53%	27%	55%
Survivors	96%	96%	21%	39%	29%	29%	18%	14%	7%
True Blues	93%	95%	61%	70%	58%	67%	35%	23%	18%
Twixters	94%	100%	72%	89%	89%	89%	56%	67%	72%
Total	98%	99%	78%	86%	81%	85%	64%	54%	61%

Comments

The findings show:

- All geoTribes were represented across every listed phone use in the last 12 months. This means that respondents from a cross section of lifestyles and stage of life are using the mobile phone for the listed purposes, although to varying degrees as can be expected.
- For Crusaders the mobile phone is clearly an integral part of their day-to-day lives. Between 98 and 100% of Crusaders have used the mobile phone for most of the listed purposes during the last 12 months. The only exceptions were for the emerging uses of the phone – ‘banking,’ ‘buying things online’ and ‘reading/editing documents online’, which had only slightly lower use among the Crusaders (91%, 79% and 83% respectively).
- The next highest percentage of users was usually the Independents, Preppies or Achievers.

High-Level And Medium-Level Users By geoTribe

This section shows a breakdown of the high-level and medium-level users of the mobile phone for the specific purposes by geoTribe. It addresses the questions of “what is the breakdown of high-level users by geoTribe?” and “what is the breakdown of medium-level users by geoTribe?”

The figure for “high-level users” of each purpose was calculated by summing together those that stated they used the mobile phone for the given purpose “at least 5 times a day” and those that used it “at least once a day”. The figure for “medium-level users” was calculated by summing together those that stated they used the mobile phone for the given purpose “at least once a week” and those that used it “at least once a month.”

Table 6 shows the high-level users by geoTribe. Table 7 shows the medium-level users by geoTribe. The breakdown of high-level users for each listed phone purposes are then separately illustrated in figures 30 to 38.

Please refer to the summary description of the geoTribes for context (earlier in this section).

Table 6: Breakdown Of High-Level Users By geoTribe (For Each Mobile Phone Use)

GeoTribe	Voice calls	SMS	To send and receive emails	To get information	For entertainment purposes	To visit websites, browse or search the Internet	For banking including transfers & bill payments	To buy things online	To read or edit documents or files
Achievers	10%	12%	13%	13%	12%	13%	9%	7%	11%
Boomers	5%	5%	3%	5%	2%	3%	4%	5%	3%
Crusaders	20%	23%	29%	28%	30%	29%	34%	26%	25%
Debtstars	5%	6%	6%	5%	6%	6%	7%	5%	5%
Fortunats	8%	7%	8%	7%	6%	7%	6%	11%	9%
Grey Power	4%	3%	2%	2%	1%	1%	1%	0%	1%
Independents	6%	6%	6%	7%	7%	7%	11%	5%	9%
Preppies	3%	4%	5%	5%	6%	6%	4%	9%	5%
Rockafellas	11%	11%	14%	11%	11%	11%	7%	5%	14%
Slender Meanz	2%	2%	2%	2%	2%	2%	0%	0%	1%
Struggleville	3%	3%	3%	3%	3%	3%	7%	12%	3%
Suburban Splendour	9%	8%	5%	6%	8%	6%	5%	4%	8%
Survivors	3%	2%	0%	1%	1%	1%	1%	0%	1%
True Blues	7%	6%	4%	3%	2%	3%	1%	4%	2%
Twixters	2%	2%	2%	2%	3%	3%	4%	7%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 7: Breakdown Of Medium-Level Users By geoTribe (For Each Mobile Phone Use)

GeoTribe	Voice calls	SMS	To send and receive emails	To get information	For entertainment purposes	To visit websites, browse or search the Internet	For banking including transfers & bill payments	To buy things online	To read or edit documents or files
Achievers	12%	7%	10%	10%	11%	11%	14%	16%	14%
Boomers	9%	14%	9%	8%	8%	11%	5%	4%	4%
Crusaders	22%	10%	18%	7%	16%	11%	28%	33%	33%
Debtstars	7%	5%	7%	11%	7%	8%	7%	7%	5%
Fortunats	5%	8%	5%	7%	8%	7%	6%	5%	7%
Grey Power	7%	15%	3%	5%	4%	4%	2%	0%	2%
Independents	3%	2%	8%	3%	5%	4%	5%	9%	5%
Preppies	6%	5%	4%	3%	4%	1%	6%	4%	5%
Rockafellas	6%	6%	1%	7%	13%	8%	11%	13%	12%
Slender Meanz	3%	2%	5%	4%	2%	6%	2%	1%	3%
Struggleville	3%	2%	5%	3%	4%	4%	2%	3%	2%
Suburban Splendour	4%	7%	10%	13%	7%	12%	6%	2%	4%
Survivors	3%	6%	3%	4%	2%	1%	1%	1%	0%
True Blues	7%	10%	10%	14%	8%	13%	5%	2%	2%
Twixters	2%	2%	4%	1%	2%	0%	1%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Figure 30: Who Makes Up the High Level Users Of The Mobile Phone For Voice

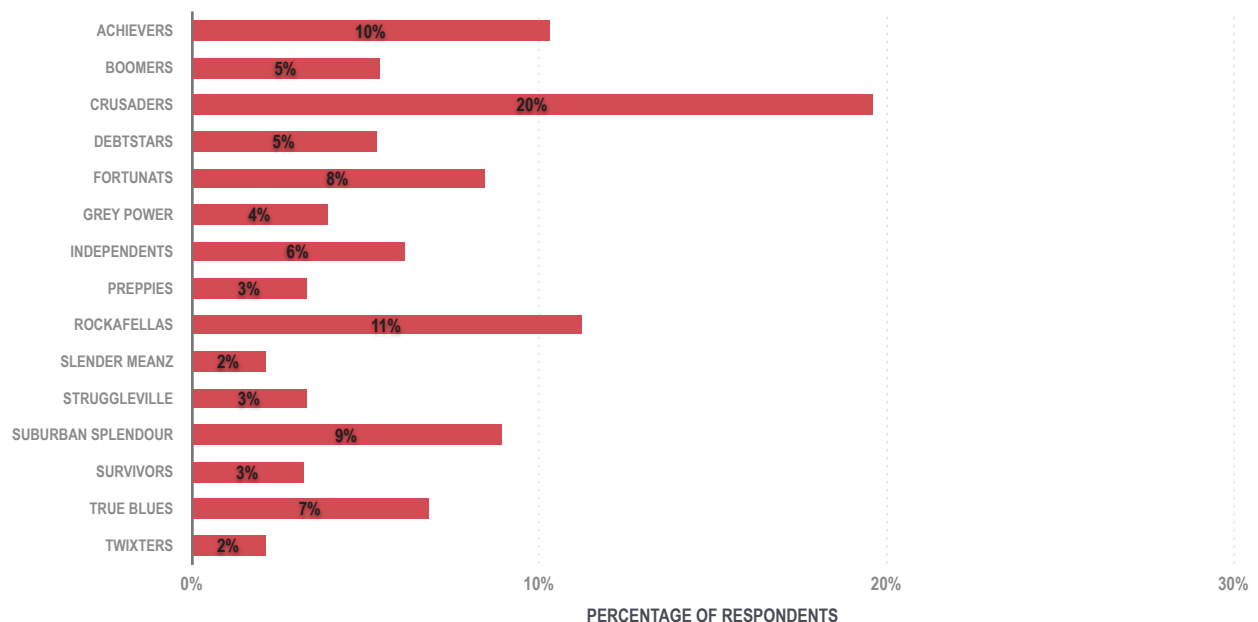


Figure 31: Who Makes Up the High Level Users Of The Mobile Phone For SMS (Texting)

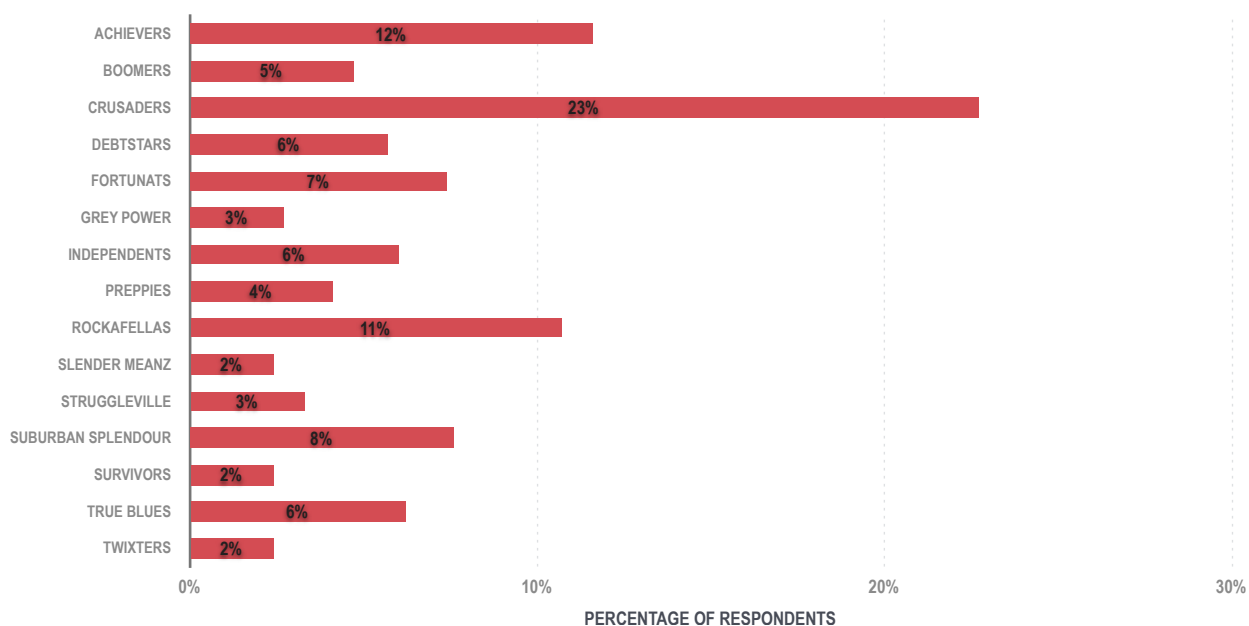


Figure 32: Who Makes Up the High Level Users Of The Mobile Phone For Sending And Receiving Emails

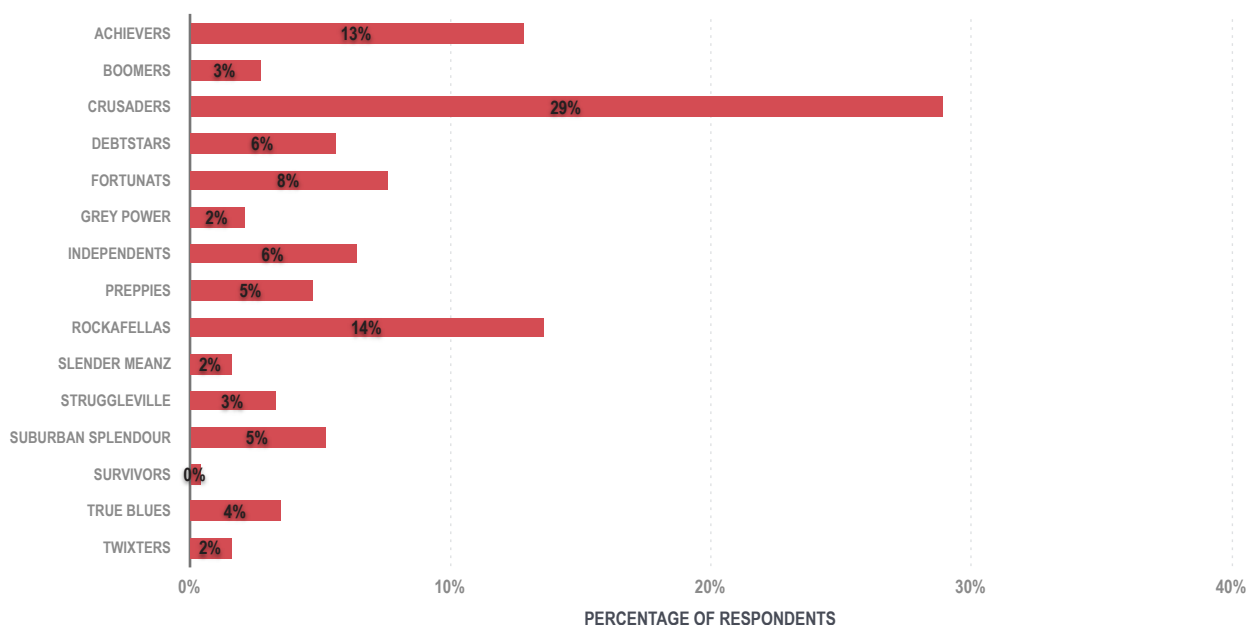


Figure 33: Who Makes Up The High Level Users Of The Mobile Phone For Getting Information

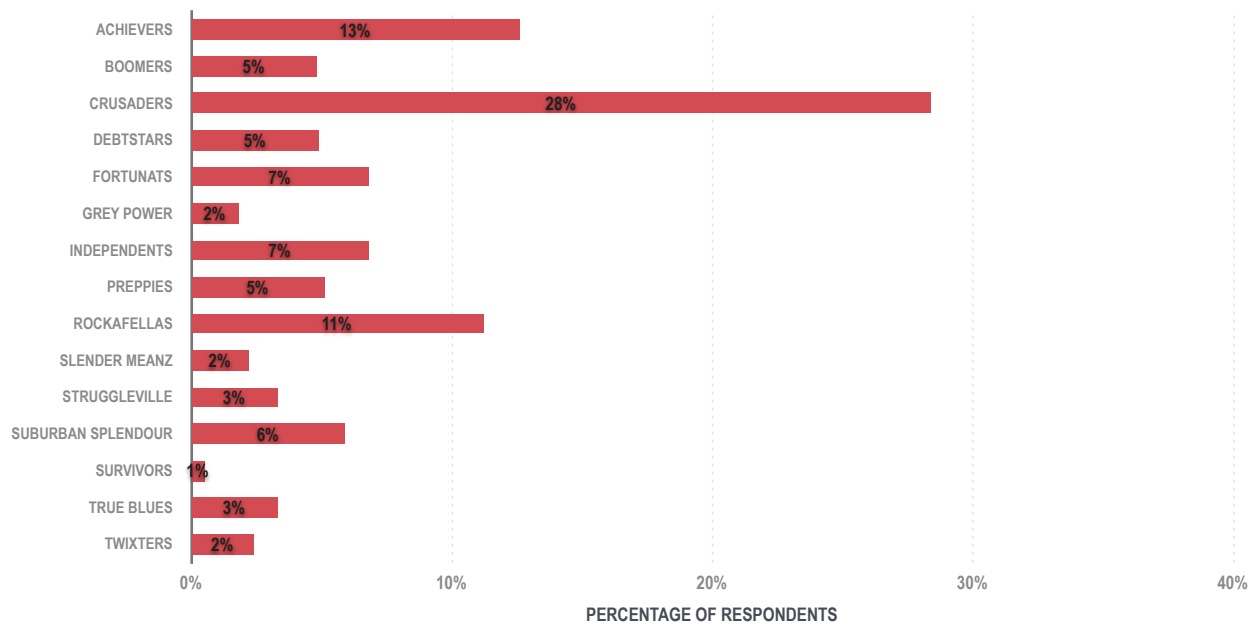


Figure 34: Who Makes Up The High Level Users Of The Mobile Phone For Entertainment

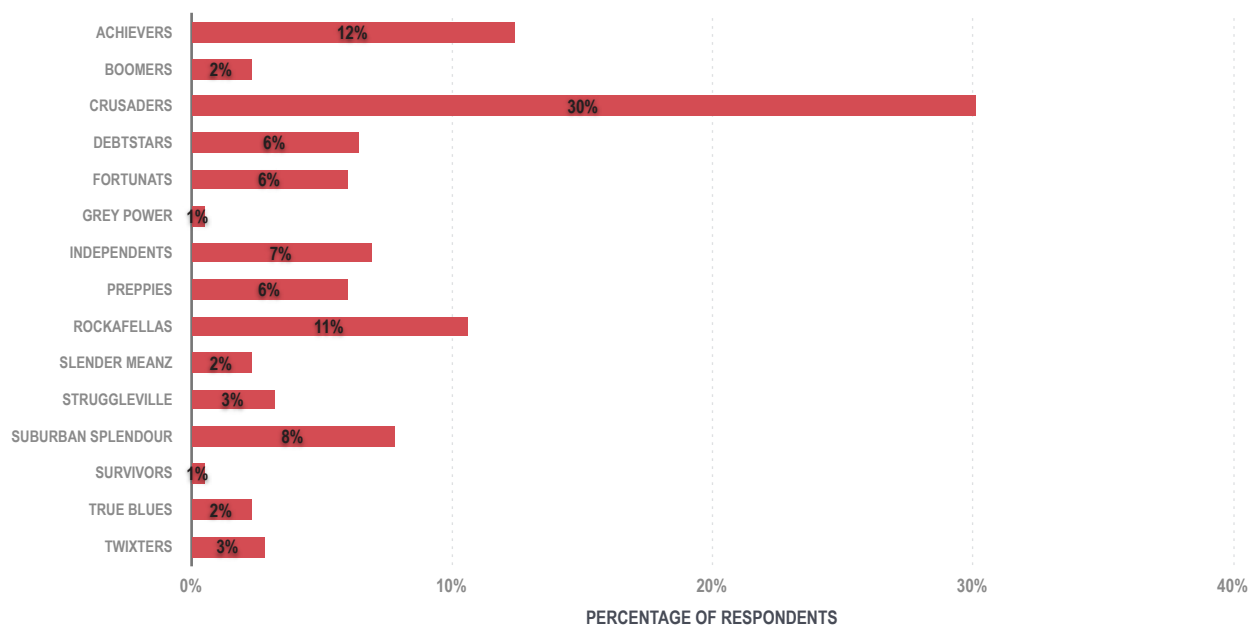


Figure 35: Who Makes Up The High Level Users Of The Mobile Phone For Visiting Websites, Browsing or Searching the Internet

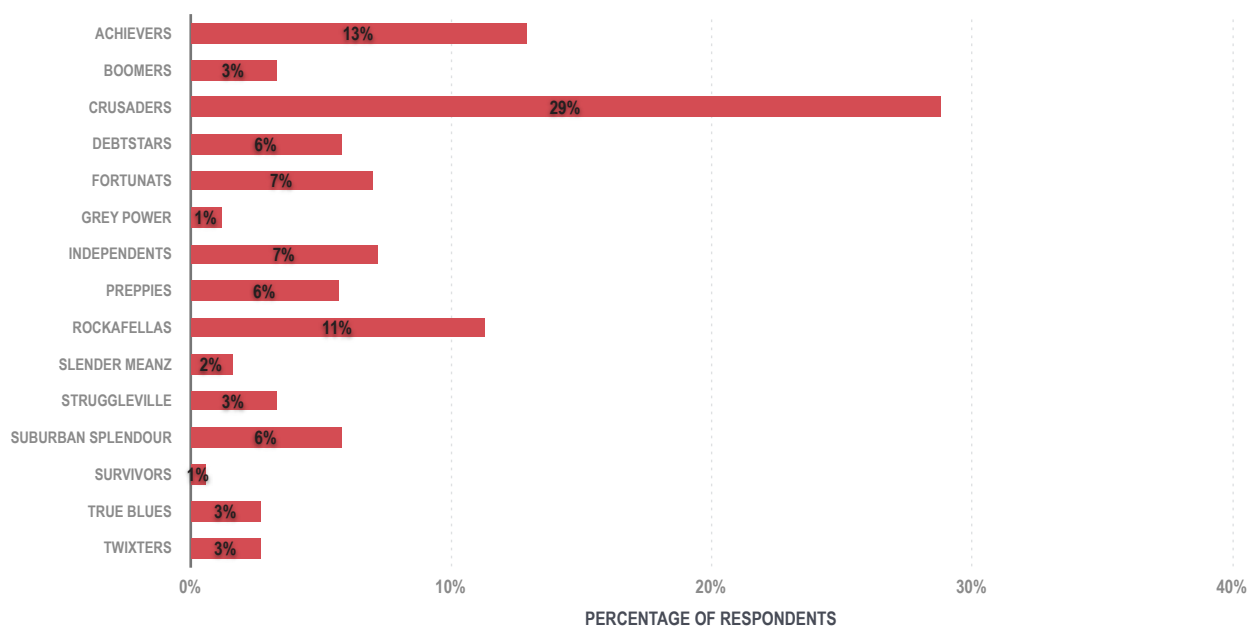


Figure 36: Who Makes Up The High Level Users Of The Mobile Phone For Banking, Including Transfers & Bill Payments

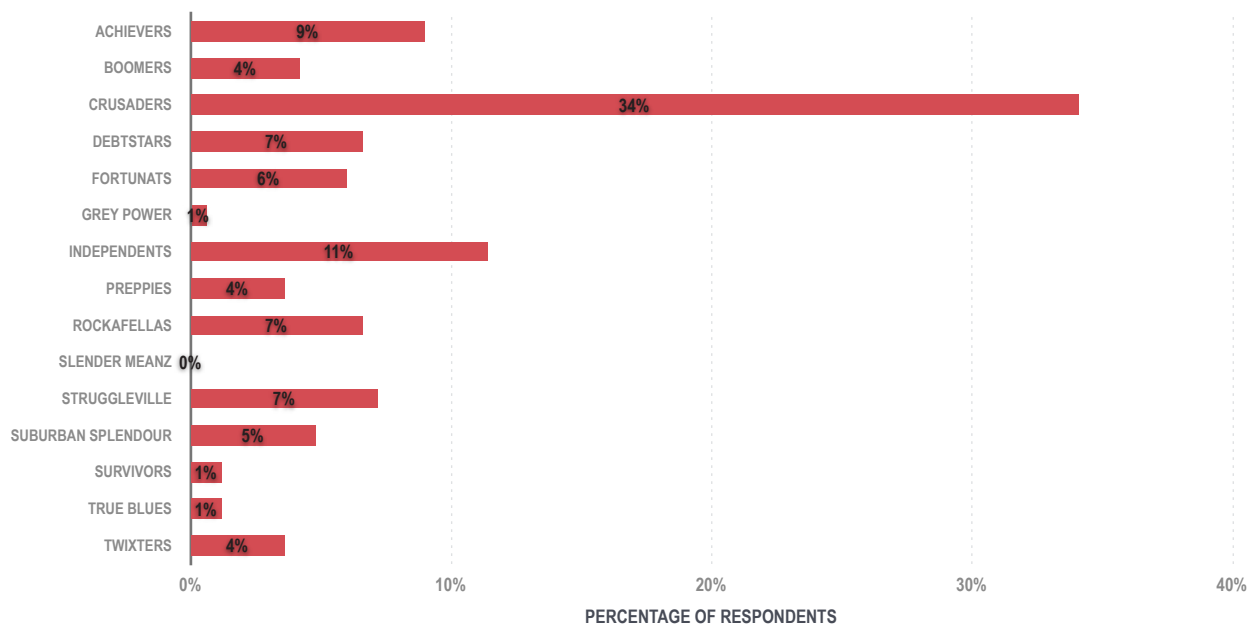


Figure 37: Who Makes Up The High Level Users Of The Mobile Phone For Buying Things Online

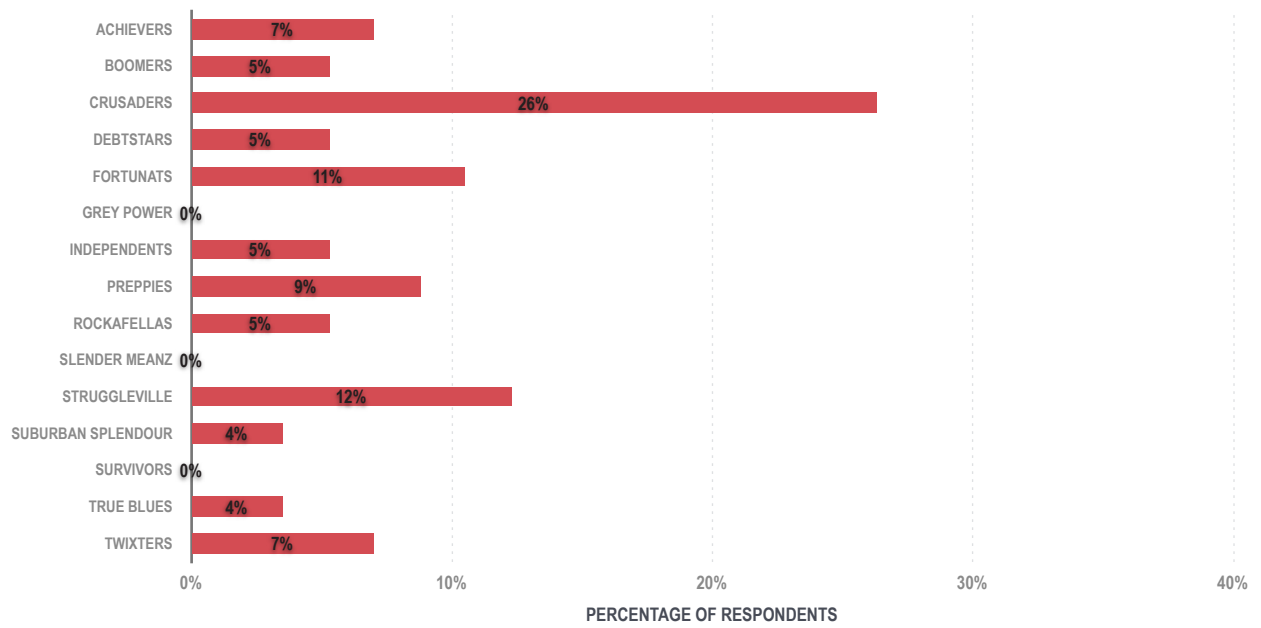
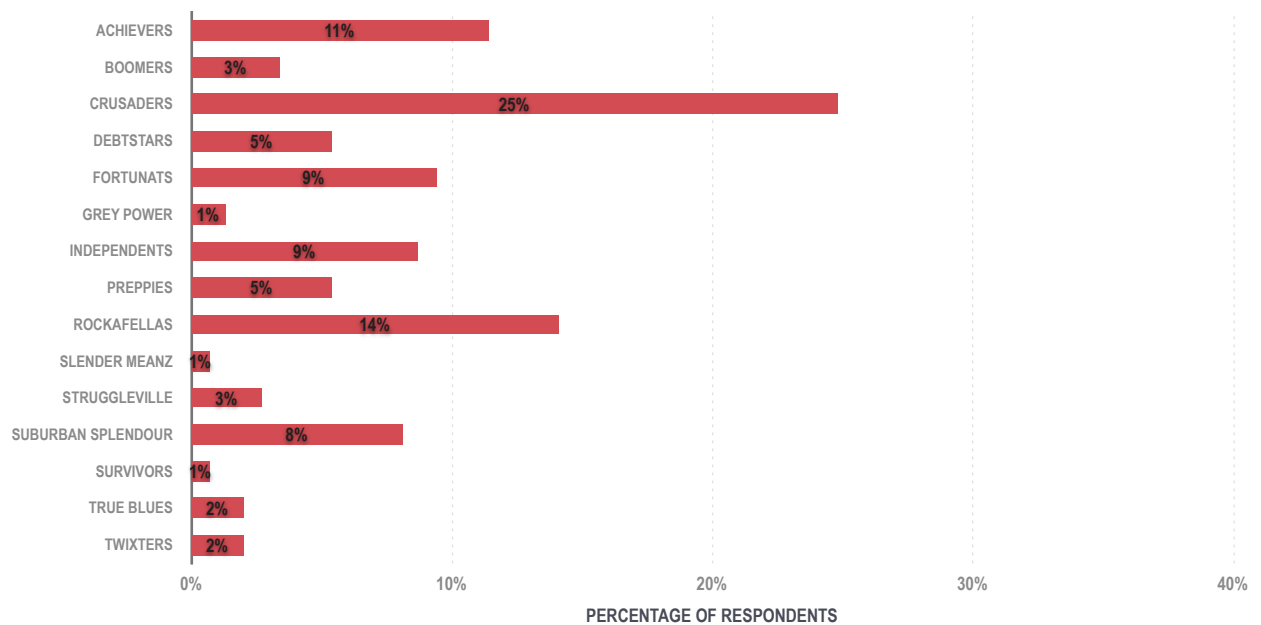


Figure 38: Who Makes Up the High Level Users Of The Mobile Phone For Reading Or Editing Documents Or Files



Comments

High-level Users By Geo-Tribe

While there was some minor variation in the percentage of high users for each tribe across the various typical phone uses, the profile shape remains reasonably consistent. For example, the largest high-level users of phone, SMS, and email were consistently the Crusaders (stand out), with the Achievers and Rockafellas forming the members of the second highest users.

Grey Power, Slender Meanz and Struggeville represented three tribes that typically had a low volume of high users. This is not surprising, as these groups comprise individuals who have less disposable income. However, the use of the phone by the Struggeville geoTribes differed markedly from the Slender Meanz and Grey Power tribes in relation to two specific phone uses: buying things on line and banking or making payments online. In both of these cases, the Struggeville geoTribe increased its share of high volume users while the other two tribes use declined. One possible explanation for this outcome is that the Struggeville geoTribe does not have access to a computer to undertake online purchasing, banking or bill payment, while the Slender Meanz and Grey Power geoTribes members do.

Medium-level Users By Geo-Tribe

The pattern of medium level use was found to vary considerably across the geoTribes for each type of phone use. The only consistent performer in the medium volume phone use stakes is “the Crusaders”. The Crusader geoTribe had the greatest proportion of medium level users for most of the uses.

High-Level And Medium Level Users Within Each geoTribe

Understanding how many high-level and medium-level users are within each geoTribe may also be of interest to industry stakeholders for the purpose of understanding their current customer constituency so that appropriate education and action strategies can be devised to either aid current customers make the best use of their phones and/or attract different types of customers to services offered on the mobile phone. For this reason this section has been included, although only in tabular format.

This section shows the percentage of high-level users of the mobile phone for the specific purposes within each geoTribe. It addresses the question of “how many high-level and medium-level users are within each geoTribe for each phone use?” The figure for “high-level users” of each purpose was again calculated by summing together those that stated they used the mobile phone for the given purpose “at least 5 times a day” and those that used it “at least once a day”. The figure for “medium-level users” was again calculated by summing together those that stated they used the mobile phone for the given purpose “at least once a week” and those that used it “at least once a month.”

Table 8 shows the percentage of high-level users with each geoTribe. Table 9 shows the percentage of medium-level users within each geoTribe. Once again, please refer to the summary description of the geoTribes for context (earlier in this section).

Table 8: Proportion Of High-Level Users Within Each geoTribe

GeoTribe	Voice calls	SMS	To send and receive emails	To get information	For entertainment purposes	To visit websites, browse or search the Internet	For banking including transfers & bill payments	To buy things online	To read or edit documents or files
Achievers	69%	90%	84%	85%	69%	80%	23%	7%	27%
Boomers	59%	59%	45%	68%	32%	45%	28%	15%	24%
Crusaders	69%	93%	87%	95%	81%	90%	38%	12%	27%
Debtstars	68%	84%	77%	66%	70%	73%	32%	12%	26%
Fortunats	81%	82%	82%	77%	62%	75%	29%	21%	45%
Grey Power	58%	49%	59%	50%	13%	38%	9%	0%	20%
Independents	85%	93%	76%	86%	71%	86%	51%	9%	37%
Preppies	58%	82%	79%	90%	81%	94%	23%	23%	31%
Rockafellas	83%	91%	97%	86%	66%	82%	23%	6%	35%
Slender Meanz	63%	80%	53%	71%	71%	47%	0%	0%	13%
Struggleville	76%	88%	73%	75%	61%	71%	67%	47%	29%
Suburban Splendour	85%	85%	63%	62%	69%	60%	25%	13%	36%
Survivors	67%	59%	33%	27%	25%	38%	40%	0%	50%
True Blues	74%	76%	49%	45%	30%	37%	10%	15%	30%
Twixters	71%	89%	62%	81%	75%	88%	60%	33%	23%
Unclassified	74%	87%	84%	83%	69%	81%	42%	11%	30%
Total	72%	84%	79%	79%	67%	76%	34%	13%	30%

Table 9: Proportion Of Medium-Level Users Within Each geoTribe

GeoTribe	Voice calls	SMS	To send and receive emails	To get information	For entertainment purposes	To visit websites, browse or search the Internet	For banking including transfers & bill payments	To buy things online	To read or edit documents or files
Achievers	29%	9%	15%	15%	23%	18%	69%	66%	52%
Boomers	36%	32%	35%	26%	42%	42%	60%	50%	43%
Crusaders	29%	7%	12%	6%	17%	9%	59%	63%	58%
Debtstars	32%	13%	23%	32%	30%	27%	62%	62%	42%
Fortunats	17%	17%	11%	17%	33%	21%	56%	43%	55%
Grey Power	40%	51%	18%	30%	44%	38%	46%	11%	40%
Independents	15%	7%	22%	9%	21%	12%	38%	64%	34%
Preppies	39%	18%	14%	10%	19%	3%	69%	46%	42%
Rockafellas	17%	9%	2%	13%	33%	16%	75%	66%	48%
Slender Meanz	37%	10%	40%	29%	21%	53%	88%	40%	75%
Struggleville	24%	12%	23%	17%	30%	25%	28%	40%	36%
Suburban Splendour	15%	15%	28%	31%	25%	34%	56%	25%	30%
Survivors	26%	26%	50%	46%	50%	25%	40%	50%	0%
True Blues	26%	22%	31%	43%	39%	50%	75%	31%	50%
Twixters	29%	11%	31%	6%	19%	0%	40%	42%	46%
Total	26%	15%	18%	18%	26%	21%	60%	56%	49%

Comments

High-Level Users Within Each Tribe

SMS (texting) was found to have a greater percentage of high-level users than voice calls for all geoTribes with the exception of the Grey Power and Survivor geoTribes.

Grey Power and Rockafellas were the only two geoTribes where the proportion of high-level users for email was greater than the proportion of high-level users of SMS.

The proportion of high-level users that use the phone to get information, entertainment or browsing the web was consistently lower for Survivors and True Blue geoTribes. This represented a markedly different use profile compared to other geoTribes.

Preppies, Struggleville and Twixters all had relatively high proportions of members that bought things online given their relatively lower proportion of high phone use compared to other geoTribes.

In general banking, buying things online and reading/editing documents had a much lower proportion of high-level users within the geoTribes than the other activities.

Medium-Level Users Within Each Tribe

The profile is quite different to that of high-level users within tribes. While there was some variation across the tribes, the proportion of medium users was overall low for the following functions:

- Voice calls
- SMS
- Emails
- To get information
- For entertainment, and
- Browsing the Internet.

The proportion of medium users is much greater for the following functions:

- Banking
- Buying things on line, and
- Reading or editing documents.

The Slender Meanz and True Blue geoTribes stood out as having the highest proportion of medium-level users of browsing the Internet and banking.

LOOKING INTO THE FUTURE

This year we asked respondents to think about how they might like to be using their mobile phone. They were asked to tell us what one thing would they like to be able to do on their mobile phone that currently cannot be done. The question was open ended and designed to explore the potential of the mobile phone from the perspective of the consumer. The responses have been summarised in Table 10 in terms of general themes and corresponding terms used by the respondents.

Table 10: Potential Use Of The Mobile Phone

Themes	Terms Used By Respondents					
Payment	"Pay" related	PayWave	"Credit" related	NFC	Wallet	
Image	Watch live TV	Edit and Print Photos				
Documents	Access and use/edit Excel and Word					
Transport	Bus or Public transport ticket	Navigation Tool				
Phone Communication	Emailing	Texting	Bluetooth	Video calling		
Miscellaneous	Banking	Health & fitness tracker	Access personal health info	Scanner or Printer	Vote in an election	Solar re-recharge
	Use with parking meters	More communication to wearable technologies	Key e.g. Unlock doors	As a remote/ universal control for TV, interact with my TV	Record phone calls & songs from radio	Embedded flashlight

Comments

The type of comments made by respondents could be loosely grouped into three categories:

1. Things that can already be done on the mobile phone that they want improved (e.g., better emailing). Remediating either real or perceived issues may result in increased frequency of use for these types of suggested improvements to the functionality of the mobile phone.
2. Things that can already be done on the mobile that they do not know can be done on the mobile phone. This presents an opportunity for educating the market and in doing so increasing the uptake of these services. It should be noted, however, that it was not possible to discern whether respondents were stating activities that they were aware could already be undertaken but needed improving (point 1) or identifying uses of the phone that already exist, but of which they were unaware (point 2).
3. Novel things that could be done on the mobile phone that typically relate to the use of the mobile phone as a device not as a channel or platform (e.g. the mobile phone as a remote control or key).

SECTION 4: ABOUT THE SPECIFIC SERVICES ACCESSED

This section provides insights about the services respondents accessed on their mobile phones. This includes details about the following:

- Entertainment services and content accessed on the mobile phone
- Information services accessed on the mobile phone
- Communication services accessed on the mobile phone.

In 2009 (Survey 5) this section was re-designed to capture the changes in the way that consumers were beginning to interact with their mobile phone services. The changed template has been used in subsequent surveys, including the 2013 Survey, with only minor variations.

ENTERTAINMENT SERVICES AND CONTENT ACCESSED

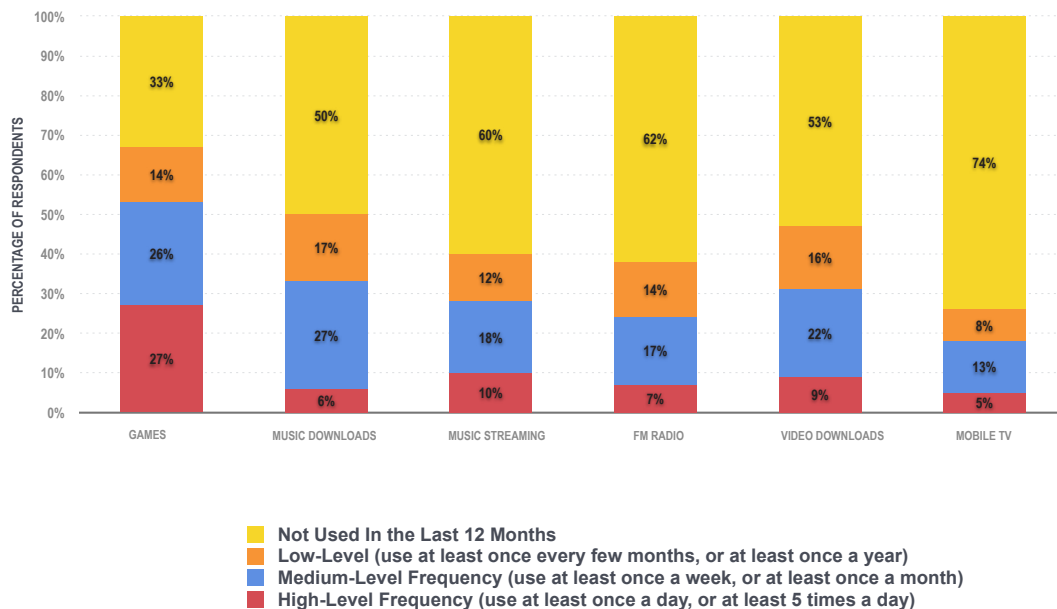
Table 11 shows the frequency of use of a number of listed entertainment services and content accessed on the mobile phone. Figure 39 then illustrates the respondents based on four usage groups, namely:

- High-level frequency (used at least once a day or used at least 5 times a day)
- Medium-level frequency (used at least once a week or used at least once a month)
- Low-level frequency (used at least once every few months, or used at least once a year)
- Not used in the last 12 months.

Table 11: Frequency Of Use Of Entertainment Services And Content In The Last 12 Months

Entertainment Services and Content	At Least 5 Times A Day	At Least Once A Day	At Least Once A Week	At Least Once A Month	At Least Once Every Few Months	At Least Once A Year	Not At All
Games	8%	19%	16%	10%	9%	5%	33%
Music Downloads	2%	4%	11%	16%	11%	6%	50%
Music streaming (e.g., Spotify, MOG)	4%	6%	9%	8%	8%	4%	60%
FM radio	2%	5%	9%	8%	9%	5%	62%
Video downloads	2%	7%	14%	8%	11%	5%	53%
Mobile TV	1%	4%	6%	7%	4%	4%	74%

Figure 39: Frequency Of Use Of Entertainment Services And Content In Last 12 Months



Comments

Of particular interest is that:

- Almost 30% of respondents were high-level users of Games. Only small percentages of respondents were high-level users of the remaining listed entertainment services and content.
- Between 28% and 33% of respondents were high or medium-level users of entertainment services like music downloads, music streaming and video downloads.

Use of Entertainment Services and Content Compared to Previous Years

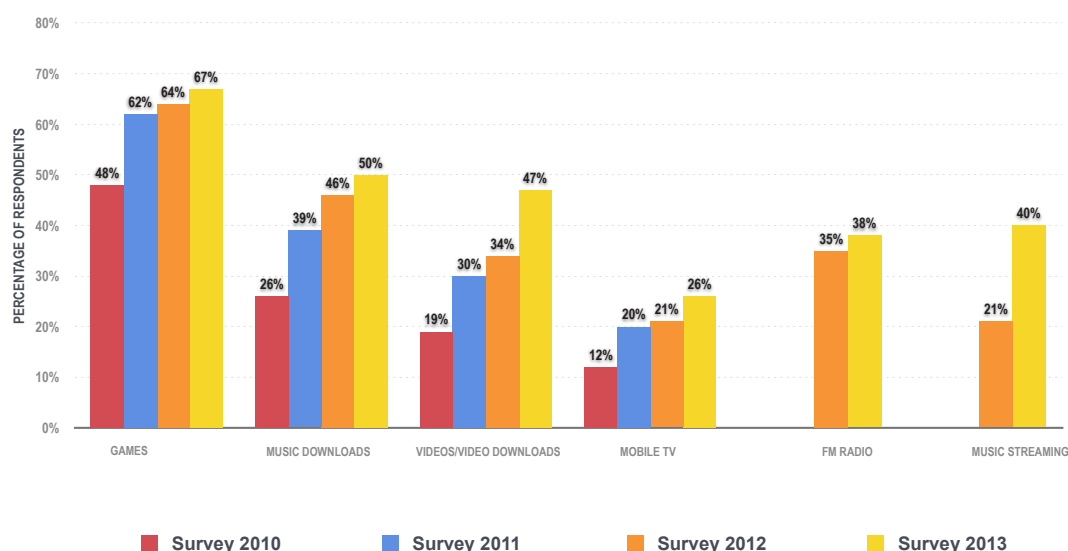
Figure 40 shows the overall use of entertainment services and content in the last 12 months compared to the previous 3 surveys.

The following, however, should be noted.

- In the 2012 (Survey 8) some changes were made to the list of included services and content to reflect changes in the market. For example, FM radio and music streaming were included for the first time.
- In 2013 the decision was made to only focus on these newer types of services and content as opposed to the more traditional entertainment services and content like ringtones and wallpapers. Respondents that are still using these more traditional entertainment services were captured in the question that asked respondents if they are using other content and services not listed in the survey.

This means direct comparison with past surveys across all services and content was not possible.

Figure 40: Overall Use Of Entertainment Services In The Last 12 months Across The Surveys



Comments

There was an increase in the use of all the listed entertainment services and content. In the last year videos/video downloads and music streaming experienced the greatest rate of growth. The proportion of respondents accessing videos/video downloads increased by 12% to 47%, while the proportion of respondents streaming music almost doubled from 21% to 40%.

INFORMATION SERVICES ACCESSED ON THE MOBILE PHONE

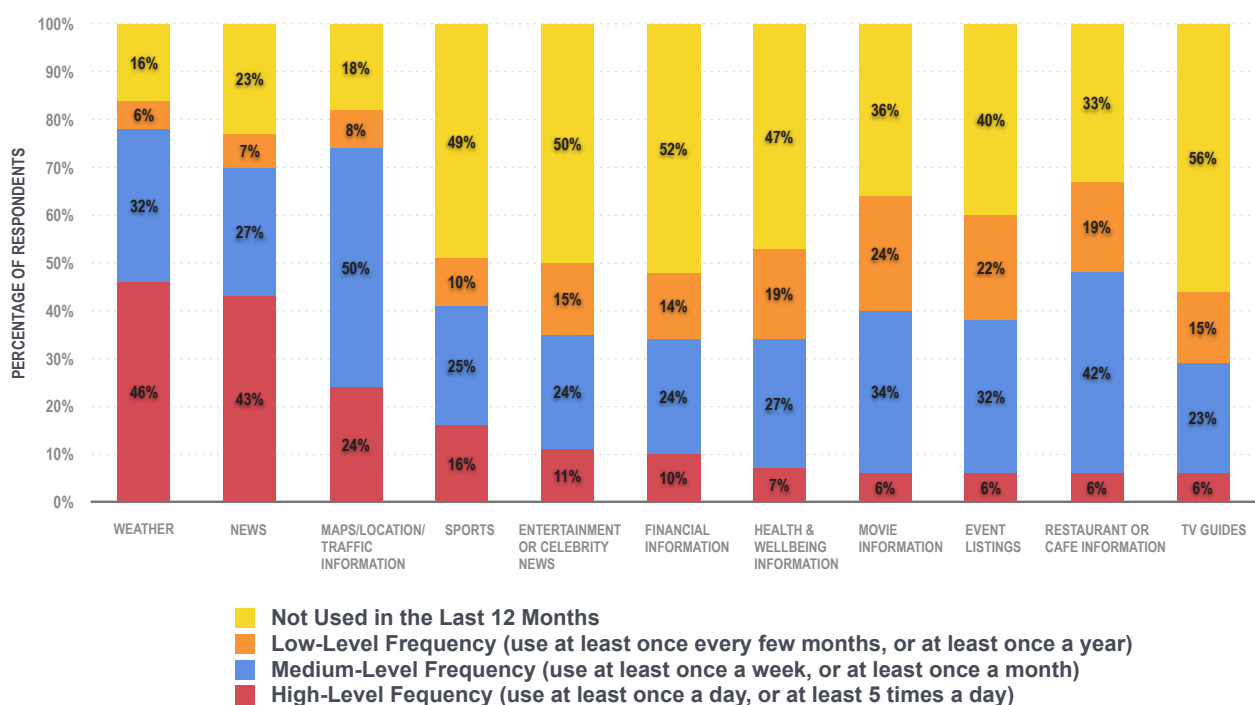
Table 12 shows the frequency of use of a number of listed information services accessed on the mobile phone. Figure 41 then visually illustrates the respondents based on the same four usage groups created to illustrate the use of entertainment content and services, namely:

- High-level frequency (used at least once a day or used at least 5 times a day)
- Medium-level frequency (used at least once a week or used at least once a month)
- Low-level frequency (used at least once every few months, or used at least once a year)
- Not used in the last 12 months.

Table 12: Frequency Of Use Of Information Services In The Last 12 Months

Information Services	At Least 5 Times A Day	At Least Once A Day	At Least Once A Week	At Least Once A Month	At Least Once Every Few Months	At Least Once A Year	Not At All
News	9%	34%	18%	8%	4%	3%	23%
Weather	5%	41%	24%	8%	4%	2%	16%
Sports	3%	13%	15%	10%	6%	4%	49%
Entertainment or celebrity news	2%	10%	13%	12%	9%	6%	50%
Maps/location/traffic information	4%	20%	35%	16%	6%	2%	18%
Movie information	1%	5%	12%	22%	17%	7%	36%
Event listings	1%	5%	11%	21%	16%	6%	40%
Restaurant or café information	1%	5%	19%	23%	13%	6%	33%
TV guides	1%	5%	11%	12%	9%	6%	56%
Financial information	2%	8%	14%	9%	8%	6%	52%
Health & Wellbeing information	1%	5%	13%	14%	12%	7%	47%

Figure 41: Frequency Of Use Of Information Services In The Last 12 Months



Comments

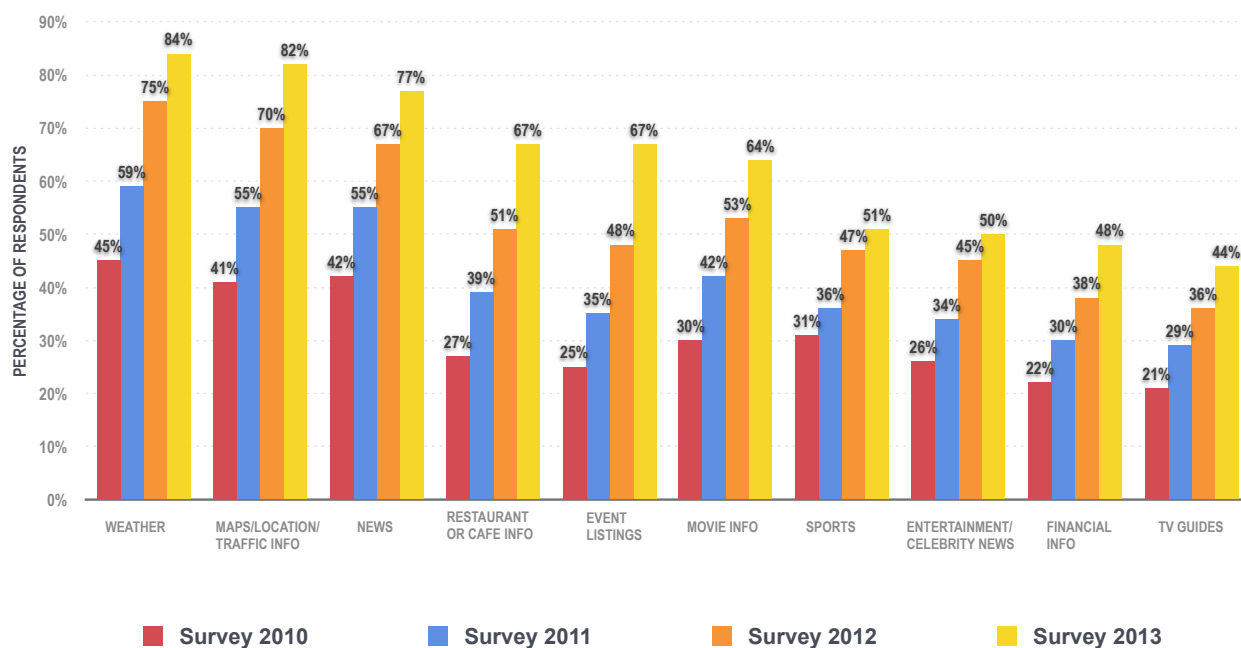
Some key insights from the results are as follows.

- Weather and news were the most “popular” information services accessed in terms of frequency of use. Just over 40% of respondents were high-level users of weather (46%) and news (43%) information on their mobile phones, and approximately 30% were medium-level users.
- Maps/location and traffic information were equally popular, but used less frequently. 50% of respondents were medium-level users and 24% were high-level users.
- Between 34% and 41% of respondents were also high or medium-level users of most of the other information services. The only exceptions were restaurant or café information (48%) and TV Guides (29%).

Use of Information Services Compared to Previous Years

Figure 42 shows the overall use of information services in the last 12 months, compared to the previous three surveys.

Figure 42: Overall Use Of Information Services In The Last 12 months Across The Surveys



Comments

There has been steady year on year increases in the use of all the listed information services since the 2010 Survey (Survey 6). The greatest growth in the last 12 months occurred in the proportion of respondents that accessed ‘event listings’ (48%-67%) and ‘restaurant or café information’ (16%).

In 2013 at least half of the respondents used almost every information service in the last 12 months. The only exceptions were ‘financial information’ (48%) and ‘TV Guides’ (44%).

COMMUNICATION SERVICES ACCESSED ON THE MOBILE PHONE

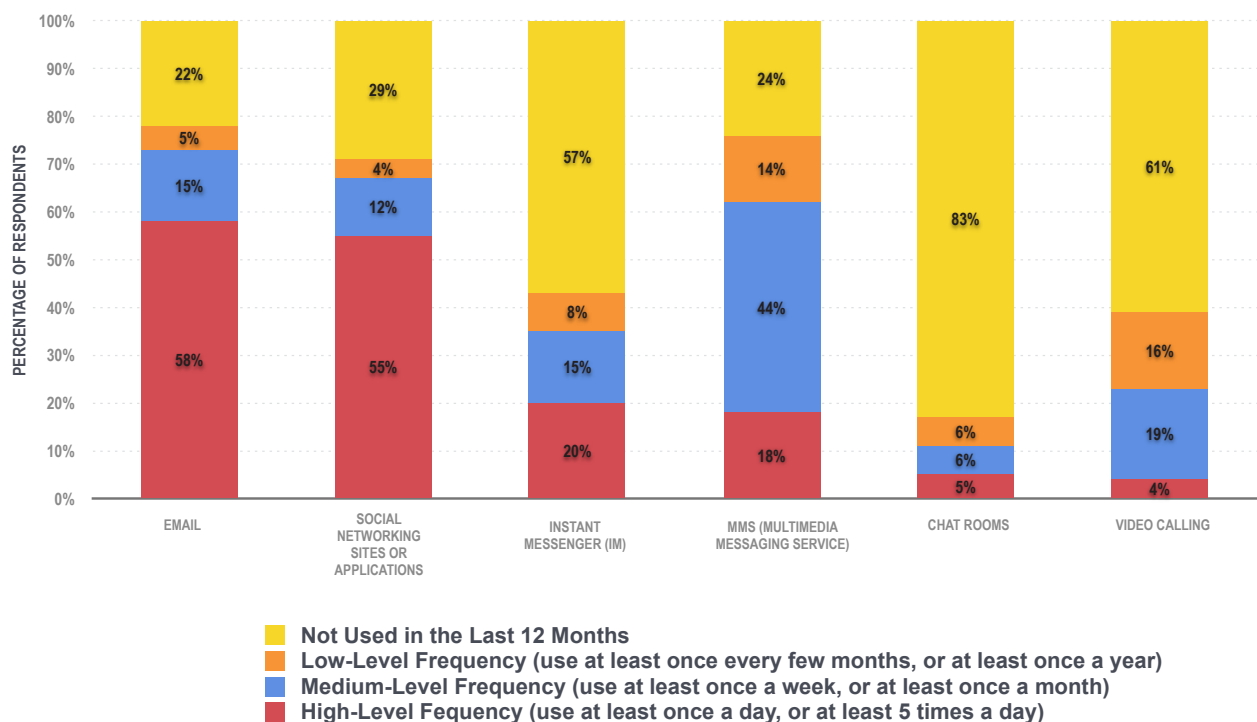
Table 13 shows the frequency of use of a number of listed information services. Figure 43 shows the respondents based on the same four usage groups created to illustrate the use of entertainment and information services, namely:

- High-level frequency (used at least once a day or used at least 5 times a day)
- Medium-level frequency (used at least once a week or used at least once a month)
- Low-level frequency (used at least once every few months, or used at least once a year)
- Not used in the last 12 months.

Table 13: Frequency Of Use Of Communication Services In The Last 12 Months

Communication Services	At Least 5 Times A Day	At Least Once A Day	At Least Once A Week	At Least Once Every Few Months	At Least Once Every Few Months	At Least Once A Year	Not At All
Email	31%	27%	11%	4%	3%	2%	22%
Social networking sites or applications (e.g., Facebook, MySpace, Twitter, etc.)	30%	25%	7%	5%	3%	1%	29%
Instant messenger (IM)	9%	11%	10%	5%	4%	4%	57%
MMS (multimedia messaging service)	5%	12%	26%	18%	10%	4%	24%
Chat rooms	2%	3%	3%	3%	3%	3%	83%
Video calling	1%	3%	7%	11%	10%	7%	61%

Figure 43: Frequency Of Use Of Communication Services In The Last 12 Months



Comments

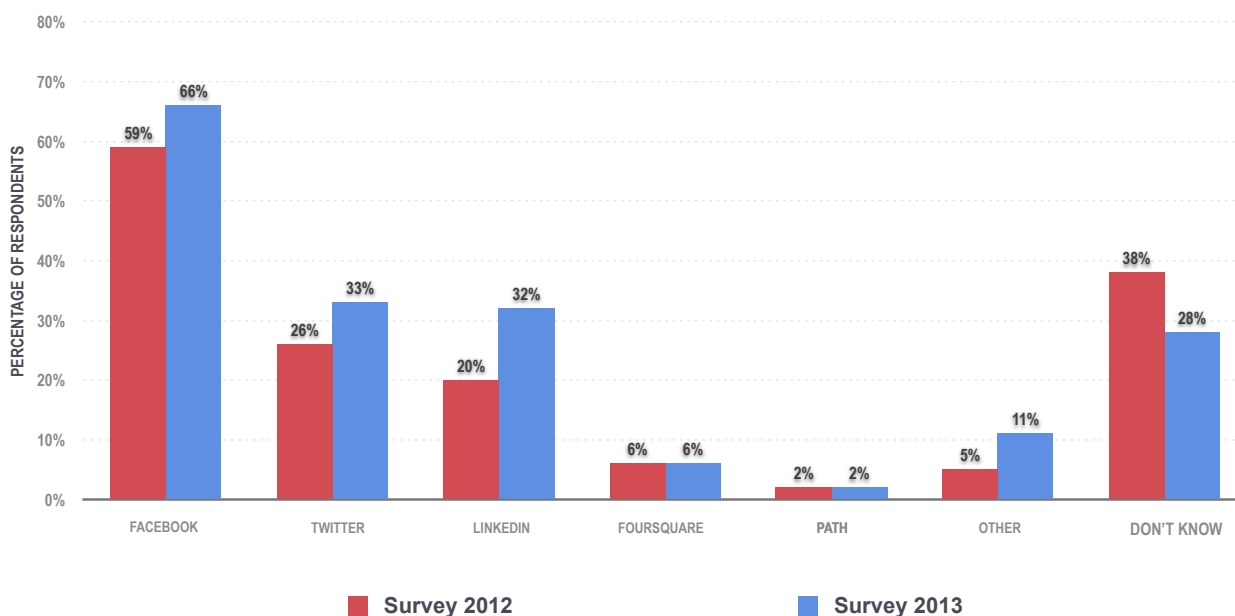
Some points to note:

- Email and social networking sites are clearly the most frequently used communication services on the mobile phone.
 - Just over half of the respondents were high-level users of email (58%) and social networking sites and applications (55%).
- MMS had a similar overall proportion of combined high and medium-level users as social networking sites and applications. However, the ratio of high to medium is reversed for MMS with most users being medium-level users.

Type Of Social Networking Sites Accessed

Since the 2012 Survey respondents have been asked about the type of social networking sites they access on their mobile phones. The results are captured in Figure 44.

Figure 44: Use Of Social Networking Sites On The Mobile Phone Across Surveys



Comments

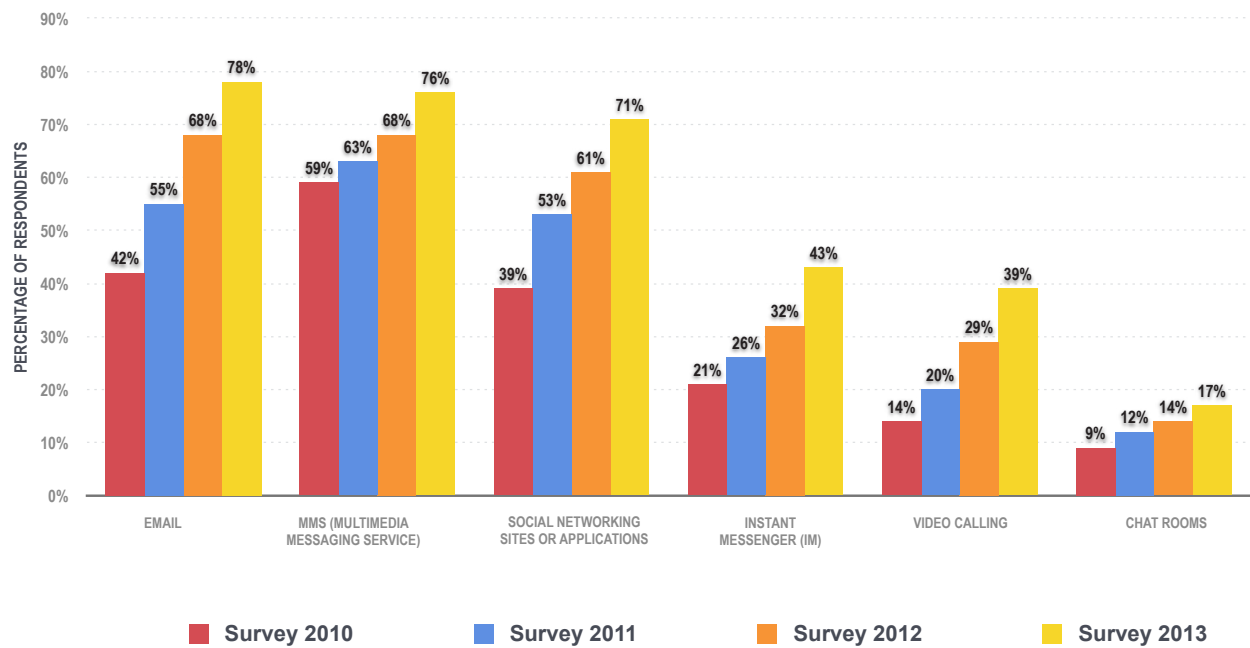
The overall pattern of social networking sites or applications used on the mobile phone was similar across the two surveys. Facebook was again found to be the most popular social networking site or application this year (66%), with Twitter (33%) and LinkedIn (32%) being a distant second and third.

However, there has been growth in the percentage of respondents using these key social networking sites and applications. The greatest increase was in the percentage of respondents using LinkedIn, which increased from 20% to 32%, making it almost as popular as Twitter on the mobile phone (33%).

Use of Communication Services Compared to Previous Years

Figure 45 shows the overall use of communication services in the last 12 months, compared to the previous three surveys.

Figure 45: Overall Use Of Communication Services In The Last 12 months Across The Surveys



Comments

As was the case with information and entertainment services and content, there has been a year-on-year increase in the use of all the listed communication services since the 2010 Survey (Survey 6). In the last 12 months, from the 2012 to 2013 Survey most of the listed communication services have experienced growth between 8 and 11%. The only exception to this trend was chat rooms, which only increased by 3% since last year.

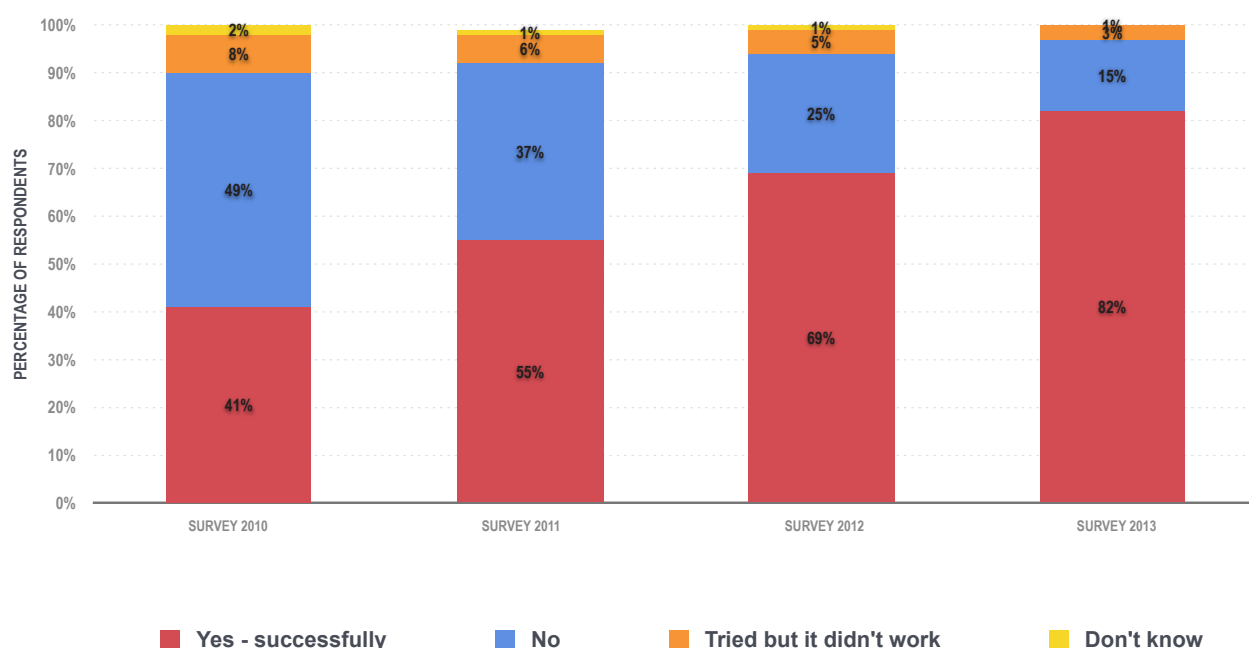
At the end of this section of the survey respondents were asked if they had visited or used any information, entertainment or communication type services on their mobile phones that had not been included in the previous few questions. Of all the respondents, 13% answered that they had used other services. Some of the more common and relevant responses included: blogs, forums, Pinterest, Instagram, Skype, and Viber.

SECTION 5: ABOUT THE APPLICATIONS ACCESSED

In this section of the survey respondents were asked about the applications they had downloaded and installed on their mobile phones.

Questions about the use of applications were first asked of respondents in the 2010 (Survey 6). The proportion of respondents who have downloaded and installed an application to their mobile phone has substantially increased in the last three years, which can be seen in Figure 46. In the 2013 Survey 82% of respondents stated that they had downloaded and installed an application to their mobile phone.

Figure 46: Respondents That Have Downloaded and Installed An Application To Their Mobile Phones Across Surveys



Those respondents that said they had downloaded an application were then asked a range of questions relating to their behaviour and experience in downloading and installing applications to their mobile phone. The questions were designed to explore the following:

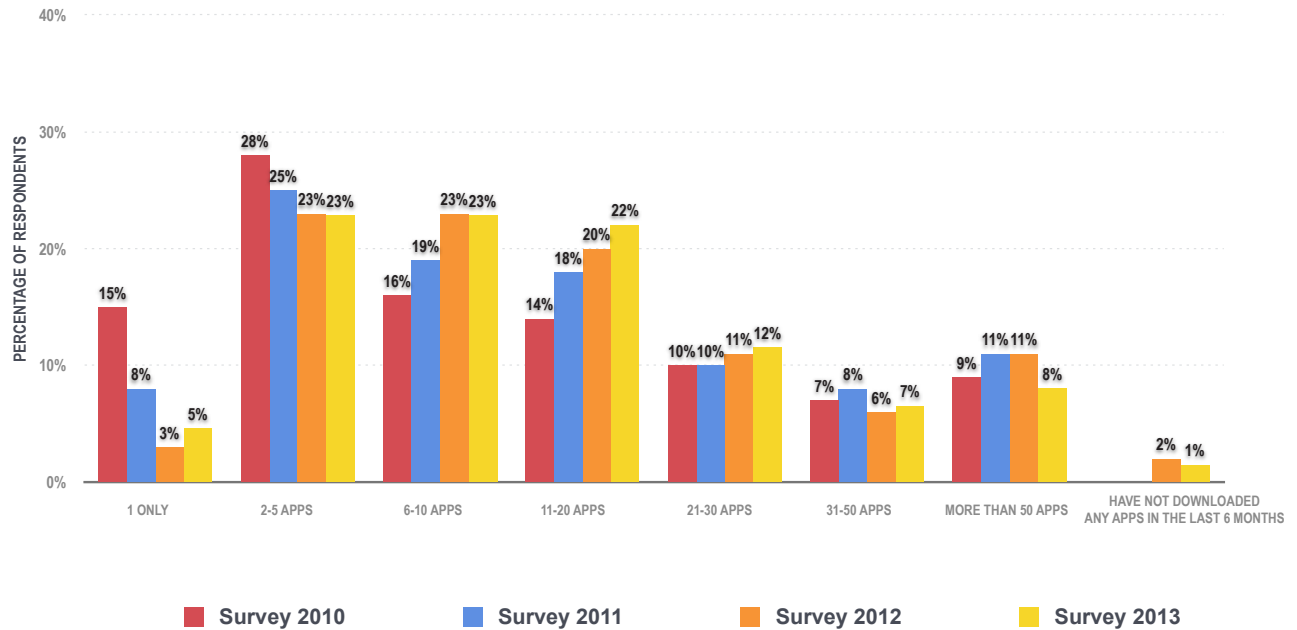
- Number of applications downloaded and installed
- Average number of applications used per week
- Type of applications used
- Paid applications downloaded
- Type of applications paid for
- Typical cost paid for an application.

The findings are now presented.

NUMBER OF APPLICATIONS DOWNLOADED AND INSTALLED

Respondents that had downloaded and installed an application were asked how many applications they had downloaded and installed in the last 6 months. The results across the surveys are shown in Figure 47.

Figure 47: Number Of Applications Respondents Downloaded And Installed On Their Mobile Phone In The Last 6 Months Across Surveys



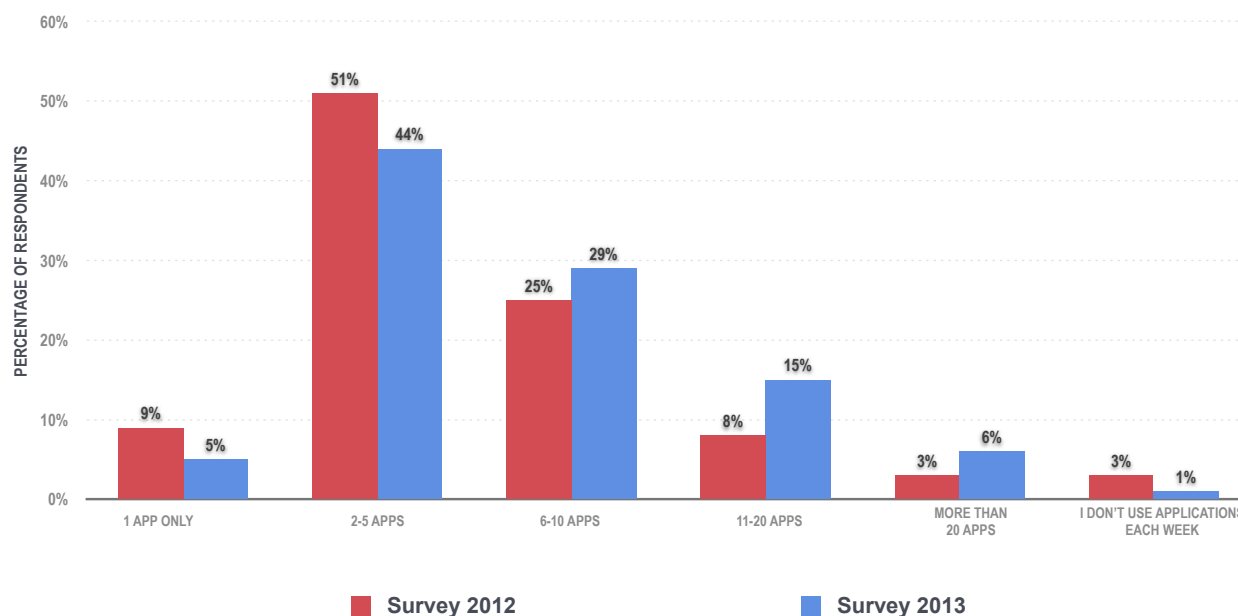
Comments

The results are fairly consistent across the last 4 years, except for a gradual and incremental shift away from 5 or less downloads towards the download of between 6 and 30 applications.

AVERAGE NUMBER OF APPLICATIONS USED PER WEEK

Since 2012 respondents have been asked to report the average number of applications they used per week. Their responses are captured in Figure 48.

Figure 48: Average Number Of Applications Respondents Used Per Week



Comments

There has also been a clear shift from the use of 5 or less applications per week, towards the use of 6 or more applications per week. There was a 10% increase in the percentage of respondents that use 11 or more applications per week.

TYPES OF APPLICATIONS USED

Respondents were asked what type of applications they have used on their mobile phones during the last 6 months. The responses for 2013 are shown in Figure 49. Comparisons with the 2011 and 2012 Surveys are captured in Figures 50 and 51¹³.

Figure 49: Type Of Applications Used By Respondents On Their Mobile Phone In The Last 6 Months

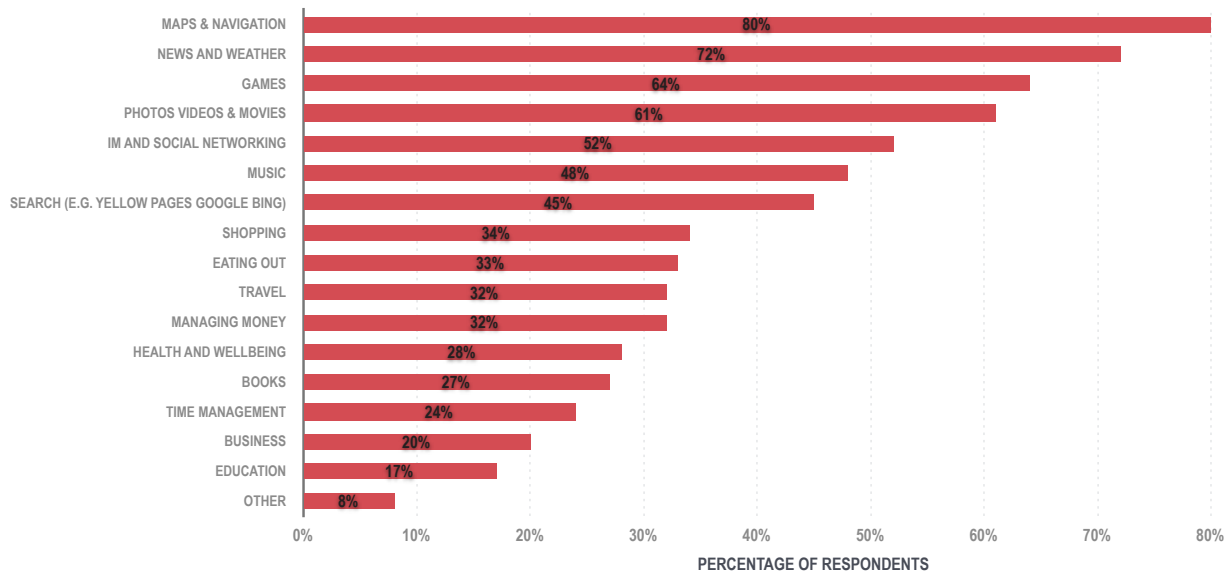
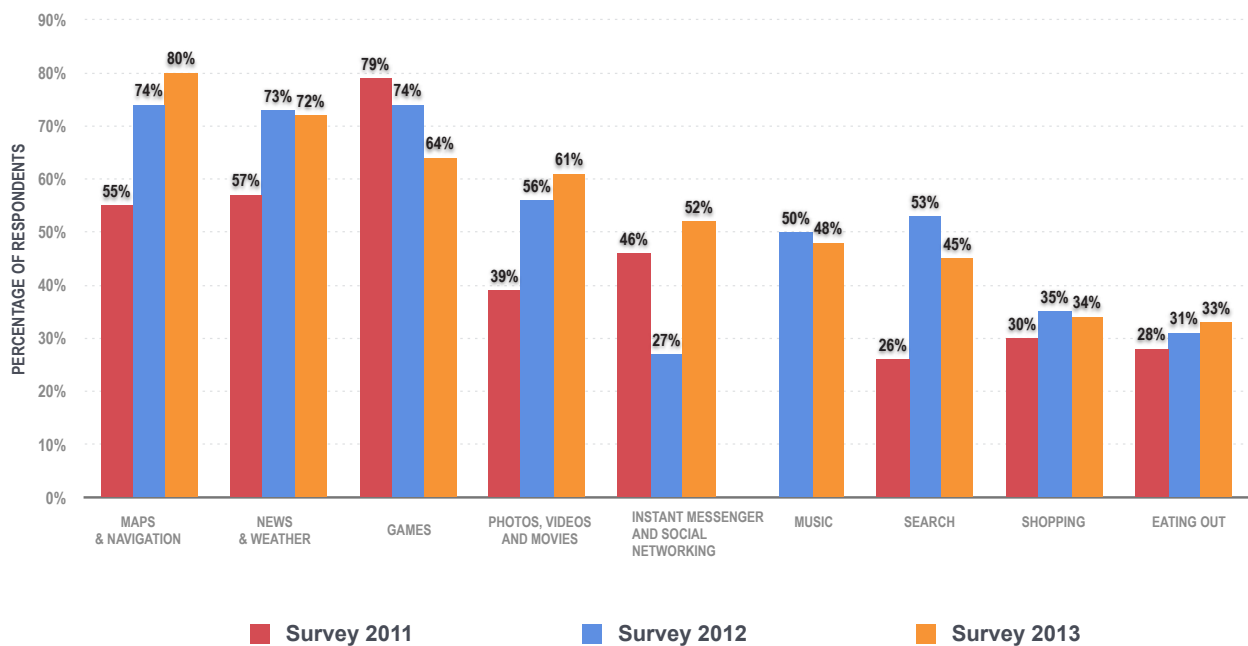
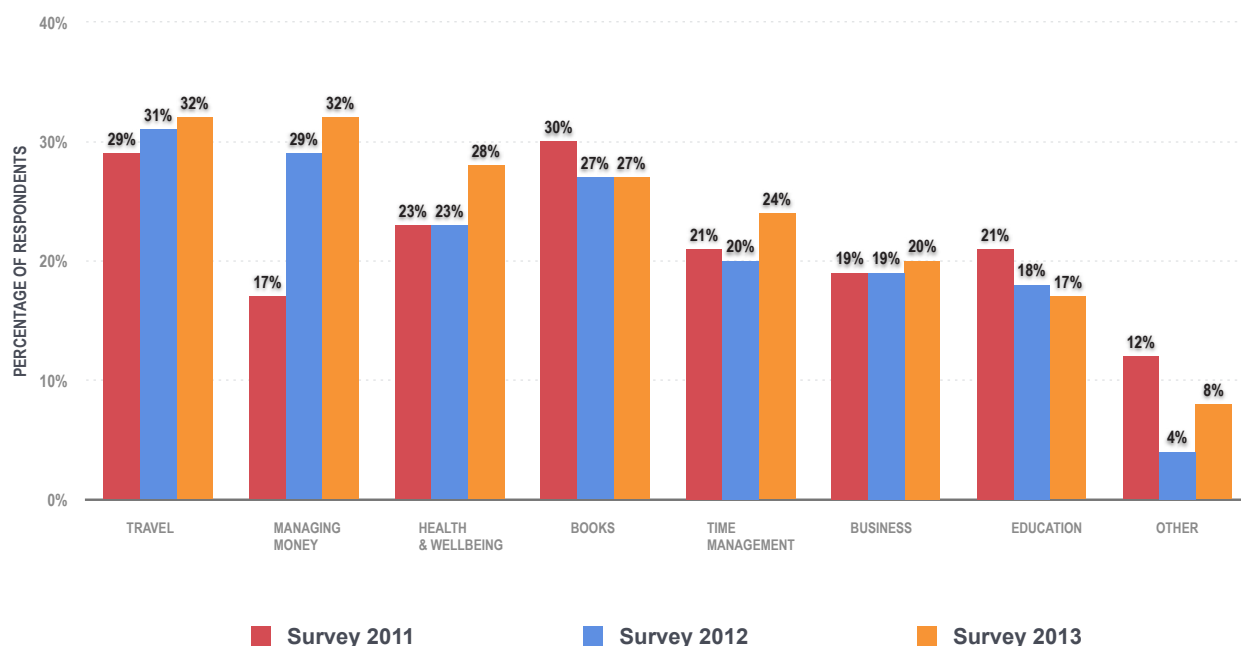


Figure 50: Type of Applications Used By Respondents On their Mobile Phone In The Last 6 Months



¹³ For ease of readability and comparison across the surveys the list of applications has been split over 2 figures.

Figure 51: Type of Applications Used By Respondents On Their Mobile Phone In The Last 6 Months (continued)



Comments

The most popular types of applications used by respondents were “Maps and navigation” (80%), ‘News and weather’ (72%), ‘Games’ (64%), and ‘Photos, Videos and Movies’ (61%).

The percentage of respondents using a particular type of application has increased for some of the applications over the last few years. Those types of applications that have experienced at least 5% growth in the last year include:

- Instant Messenger and Social Networking (27% to 52%)
- Photos, Videos and Movies (56% to 61%)
- Health and Wellbeing (23% to 28%)
- Maps and Navigation (74% to 80%)

Also of note is the downward trend over the last few years in the percentage of respondents using game applications. This is likely to be a reflection of the increasing range of applications types now available to mobile phone users, coupled with the increasing use of applications to enhance day-day living and wellbeing, as opposed to using applications solely for entertainment.

PAID APPLICATIONS DOWNLOADED AND INSTALLED

Of those respondents who had downloaded and installed applications on their mobile phones, 62% stated they had paid to do so. This figure has increased gradually over the last few years, as follows.

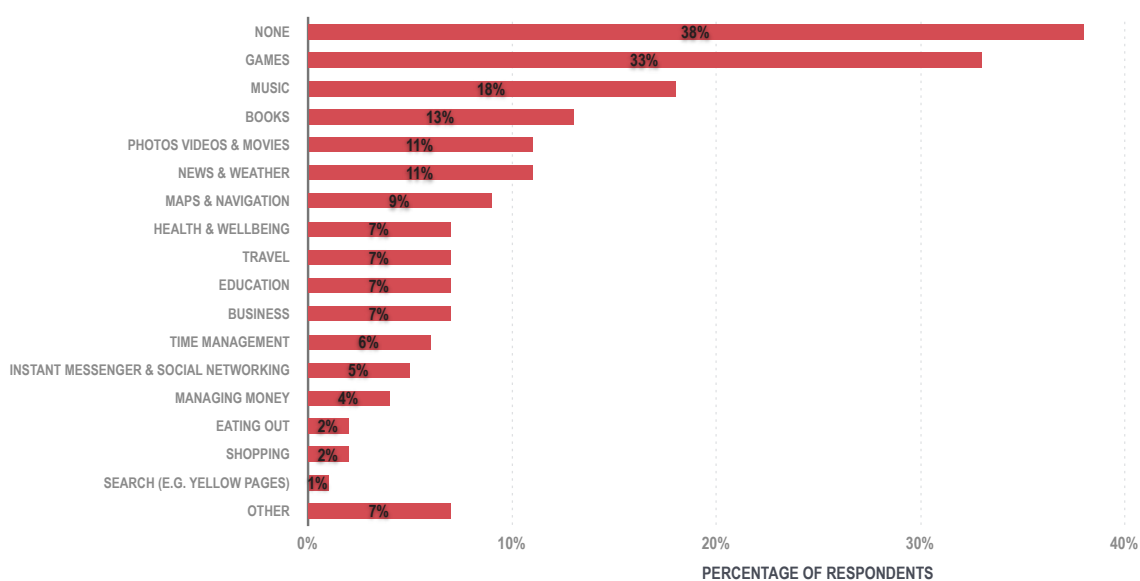
- Survey 6 (2010) - 52%
- Survey 7 (2011) - 60%
- Survey 8 (2012) - 59%
- Survey 9 (2013) - 62%.

Those respondents who had paid to download and install an application were then asked what type of applications they had paid for and the typical cost paid for applications.

TYPE OF APPLICATIONS RESPONDENTS PAID FOR

Figure 52 shows the responses for 2013 only. Figures 53 and 54 illustrate the percentage of respondents who had paid for each of the listed types of applications for 2013 compared to the 2011 and 2012 Surveys.¹⁴

Figure 52: Types Of Applications Paid For By Respondents In The Last 6 Months (As A Percentage Of All respondents Who Have Downloaded And Installed Applications On Their Mobile Phones)



¹⁴ For ease of readability and comparison across the surveys the list of applications has been split over two figures.

Figure 53: Types Of Applications Paid For By Respondents In The Last 6 Months Across Surveys (As A Percentage Of Respondents Who Have Paid For Applications)

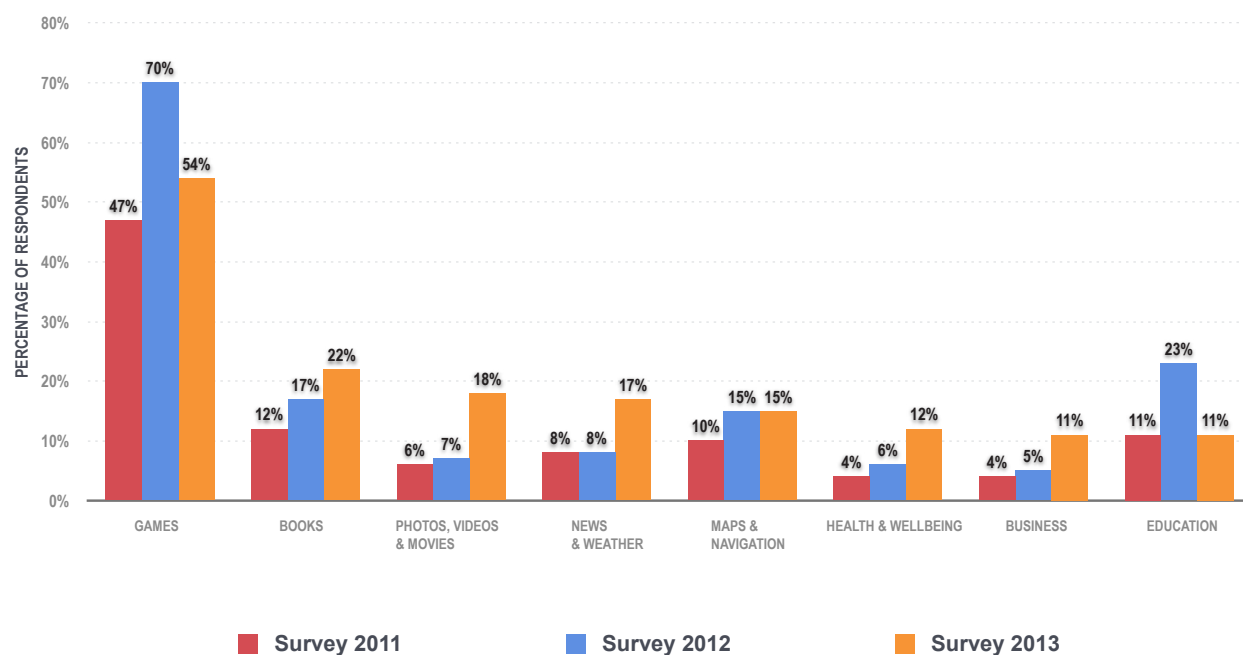
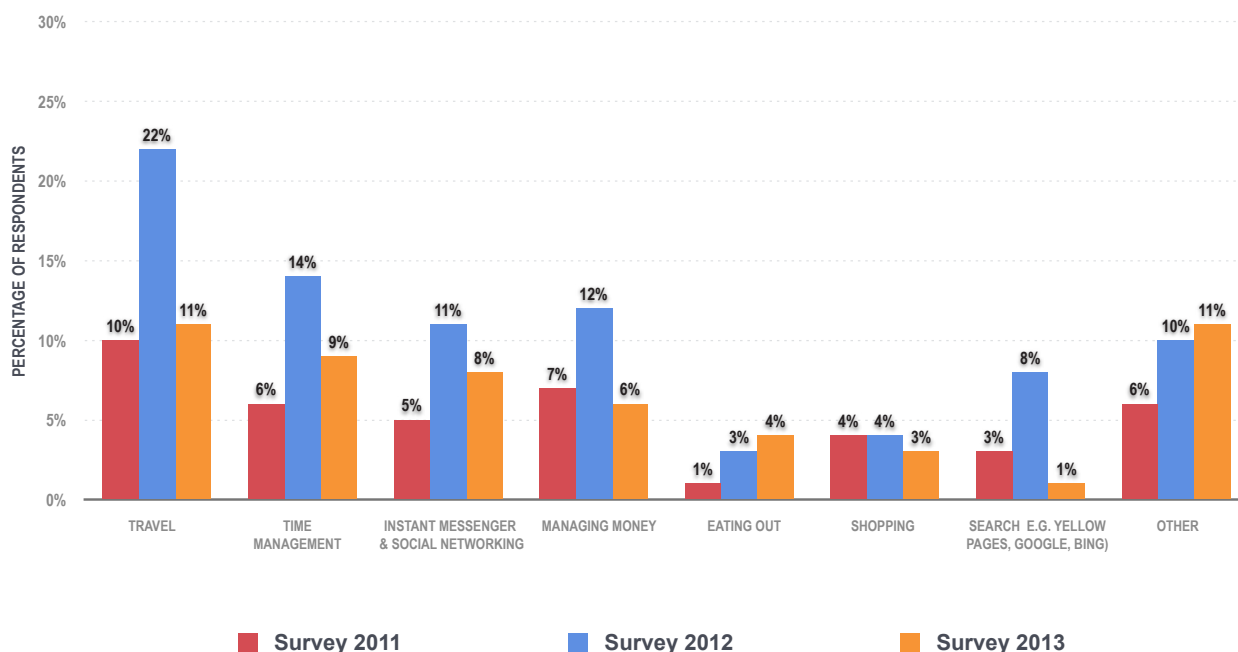


Figure 54: Types of Applications Paid For By Respondents In The Last 6 Months Across Surveys (continued)



Comments

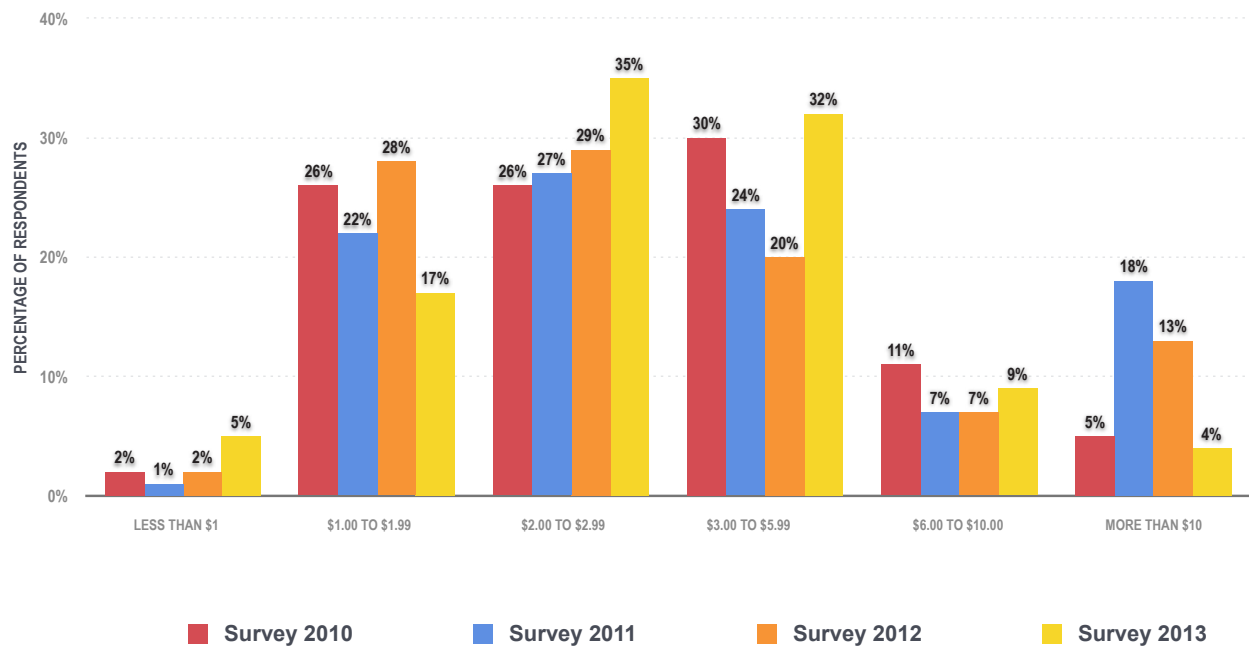
‘Games’ remains the most commonly paid for type of application. As in previous years, this is not surprising as games tend to be more transient in terms of use, compared to other types of applications (e.g., a person using social network applications is likely to continue to use a single or limited number of applications, while a person using a game may change the type of game played frequently). However, the percentage of respondents paying for ‘games’ has decreased since 2012, while the proportion of respondents paying for some of the other potentially transient type applications has increased (e.g. ‘books’ and ‘photos, videos and movies’).

It should be also noted that a decline in the percentage of people paying to download an application does not necessarily indicate a decline in the population of download and use of that type of application. Rather, the popularity of the application may have increased (e.g., managing money), but the growth may have occurred at the expense of paid applications (i.e., it has occurred through the use of free apps).

TYPICAL COST RESPONDENTS PAID FOR AN APPLICATION

Since 2010 respondents have been asked to state the typical cost paid for applications (to the nearest whole dollar). Figure 55 shows the typical cost paid for an application across the surveys.

Figure 55: Typical Cost Respondents Paid For An Application Across Surveys



Comments

The results of the 2013 Survey shows a substantial increase in the percentage of respondents spending between \$2 and \$6. In 2013 67% of respondents stated that the typical cost spent on an application was between \$2 and \$6, compared to 49% in 2012. This increase has been offset by the decrease in the percentage of those spending less than \$2 and more than \$10. This may be explained by the increased range of applications now available in the middle range end of the cost spectrum.

SECTION 6: ABOUT ADVERTISING AND MARKETING

The special topic two years ago was advertising and marketing on the mobile phone. Some of these key questions were again included this year to provide some ability to track this evolving opportunity in the mobile phone space. The questions that were addressed this year are as follows.

- The number of businesses respondents agreed to receive messages from
- The type of businesses respondents agreed to receive messages from.

The results follow.

NUMBER OF BUSINESSES FROM WHICH RESPONDENTS HAVE AGREED TO RECEIVE MESSAGES

Respondents were asked about the number of businesses from whom they had currently agreed to receive SMS or MMS messages. Figure 56 shows the overall proportion of respondents that had agreed to receive SMS or MMS messages from businesses in 2013, and the results from the last two surveys. Figure 57 shows the breakdown of the number of businesses from whom respondents agreed to receive SMS or MMS messages over the last three surveys.

Figure 58 shows the type of businesses respondents opted in to receive messages from over the last three surveys.

Figure 56: Overall Percentage Of Respondents That Had Agreed To Receive SMS Or MMS Messages On Their Mobile Phones From Businesses Across Surveys

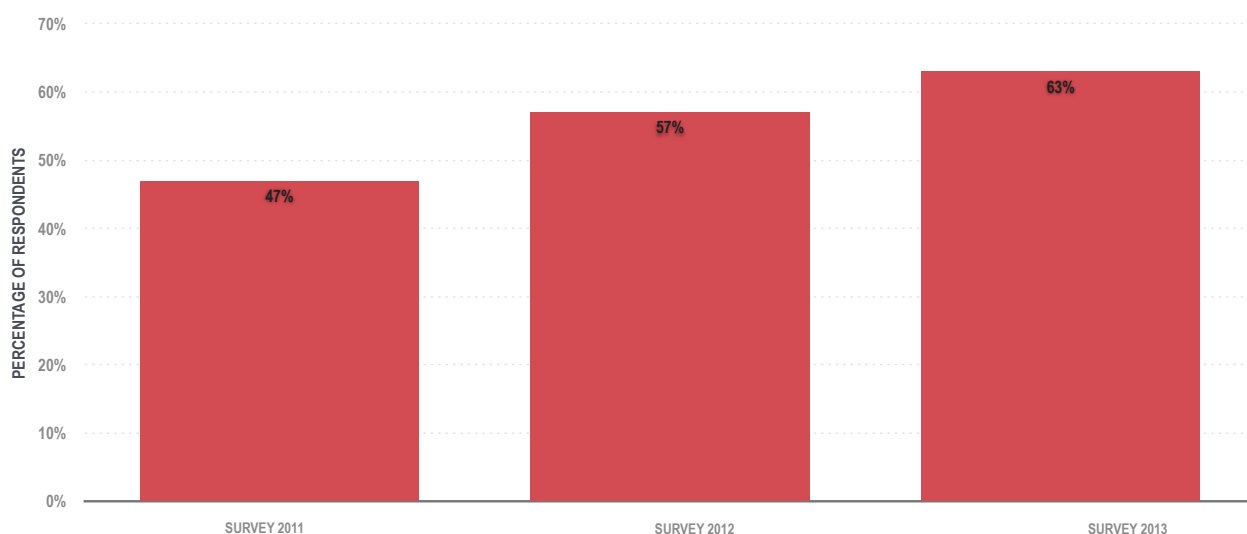
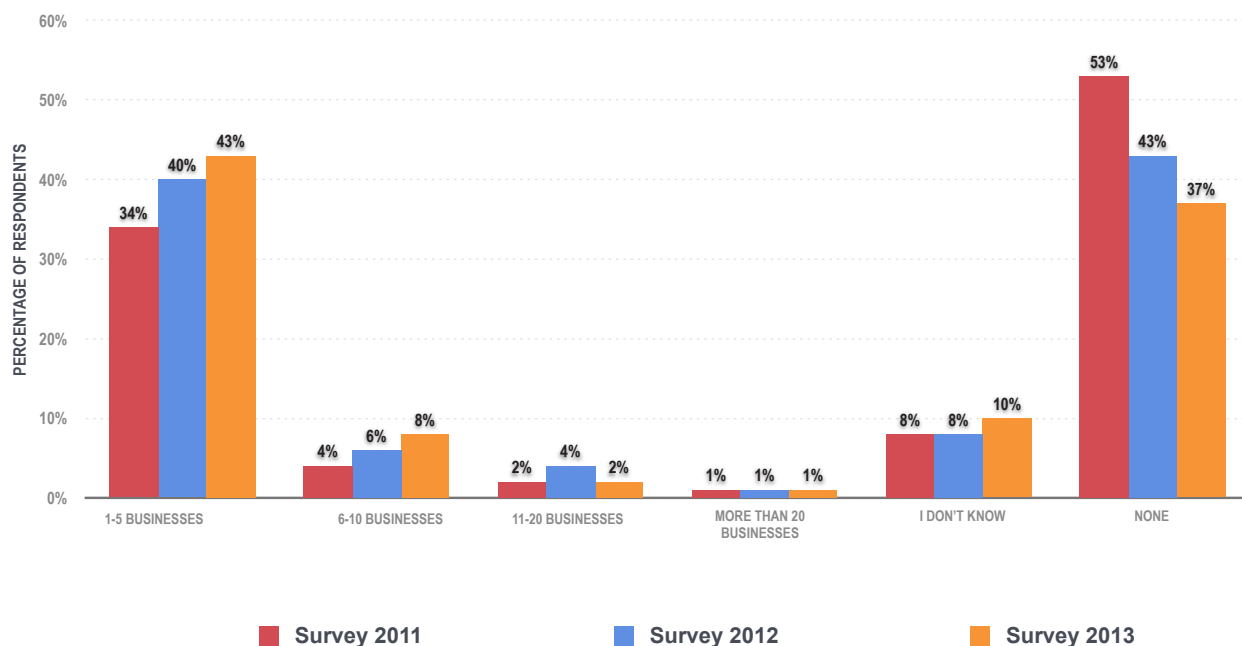


Figure 57: Number Of Businesses That Respondents Had Agreed To Receive SMS And MMS Messages From On Their Mobile Phones Across Surveys



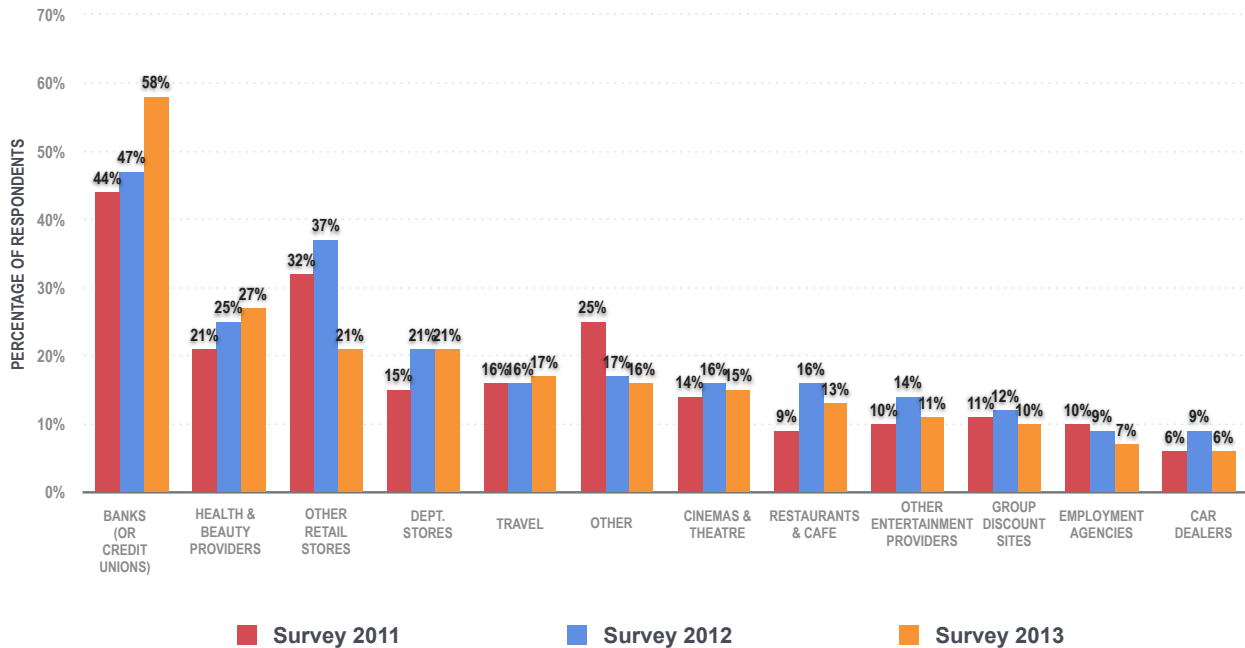
Comments

There has been a steady increase in the overall proportion of respondents who had agreed to receive SMS or MMS messages from businesses over the last three surveys. In 2013 63% of respondents stated they had agreed to receive SMS or MMS messages from businesses, compared to 57% last year and 47% in 2011. Small increases in the percentage of people prepared to receive messages from businesses occurred for the “1-5 businesses” and “6-10” business categories. The findings indicate that mobile phone respondents may be more inclined to agree to receive messages from a small number of businesses with which they already have an established or an important relationship, rather than agreeing to receive messages from a large number of businesses.

TYPE OF BUSINESSES RESPONDENTS OPTED IN TO

Respondents were asked to select the type of businesses from whom they had currently agreed to receive SMS or MMS messages. Figure 58 shows the type of businesses respondents had agreed to receive messages from over the last three surveys.

Figure 58: Type Of Businesses Respondents Opted In To Receive SMS And MMS Messages From On Their Mobile Phones Across Surveys



Comments

The profile of the type of businesses from whom respondents agreed to receive messages was similar to the last two years, with 'banking or credit unions' clearly having the highest proportion of respondents opting in for ads and messages on their mobile phone. However, there were some notable differences. The percentage of respondents who agreed to receive messages from 'banks or credit unions' increased substantially from 2012 (47%) to 2013 (58%), while 'other retail', which ranked as the second most commonly agreed to type of business last year decreased from 37% to 21%. This altered the rankings making 'health and beauty providers' the second ranked business from which respondents had agreed to receive advertisements or messages. Additionally, the gap between the top two business types increased in 2013 compared to 2012.

In summary, while 'banks or credit unions' continue to be the principal type of business that respondents have agreed to receive information from by way of their phone, 'health and beauty providers,' 'other retail stores' and 'department stores' appear to represent the second tier of businesses (20-30%) which respondents appear to be happy to engage with. The third tier of businesses (less than 20%, but greater than 10%), appear to largely relate to entertainment experiences (food, dining and travel).

SECTION 7: IMPACT OF TABLETS ON MOBILE PHONE USE

The special topic in the 2012 Survey related to the use of tablets and their impact on mobile phone use. As was the case with mobile advertising and marketing, some of the key questions were again included this year to provide some ability to also monitor this continuing area of interest for industry.

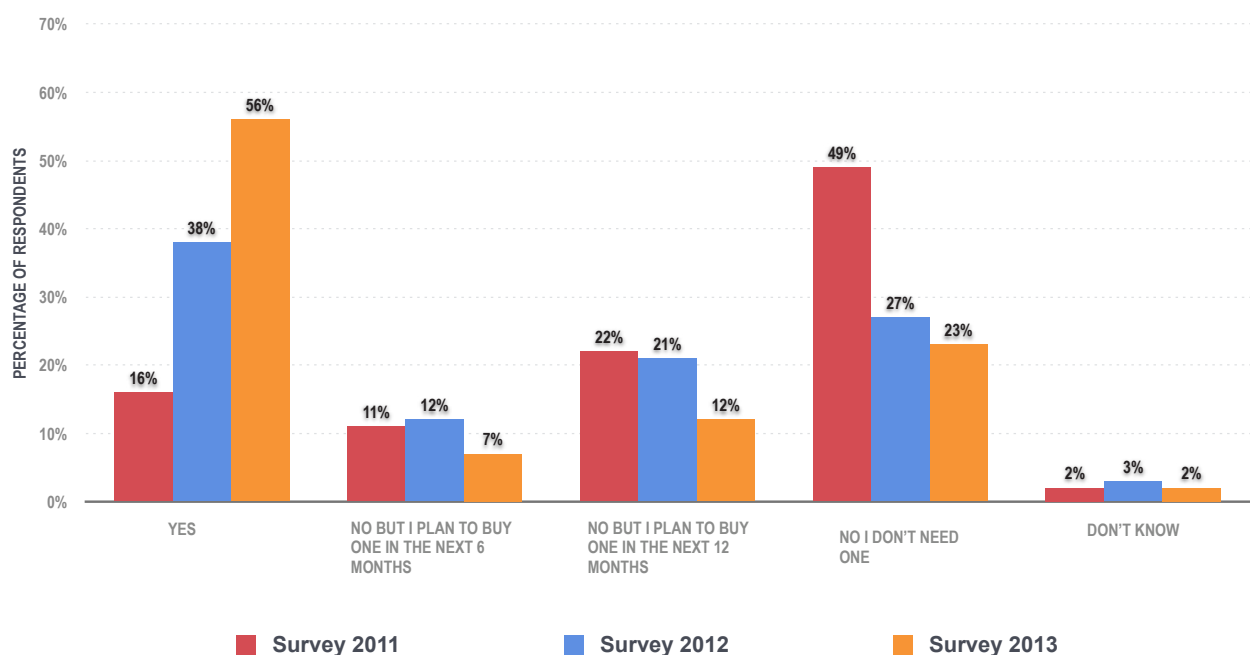
The findings include information regarding:

- Tablet ownership
- Specific uses of the tablet (including frequency of use)
- Mobile phone use compared to tablet use
- Impact of tablet on mobile phone use.

TABLET OWNERSHIP OF RESPONDENTS

Figure 59 shows current 'tablet ownership and planned purchase within the next 12 months' for the 2013 Survey compared to the results for the previous two Surveys. As was the case with the planned purchase of a smartphone, the planned purchase of a tablet may not correlate exactly with actual future purchase figures, but it does provide an indication of intent and interest in purchasing these devices.

Figure 59: Tablet Ownership Of Respondents Across Surveys



Comments

Not surprisingly, tablet ownership has continued to increase with 56% of the 2013 Survey respondents reporting that they owned a tablet. The rate of growth was considerable given the indication of tablet ownership in past surveys (38% in 2012 and 16% in 2011). We remind readers this figure represents tablet ownership among the 18-75 year olds and not all Australians, as is sometimes the basis for calculating ownership rates.

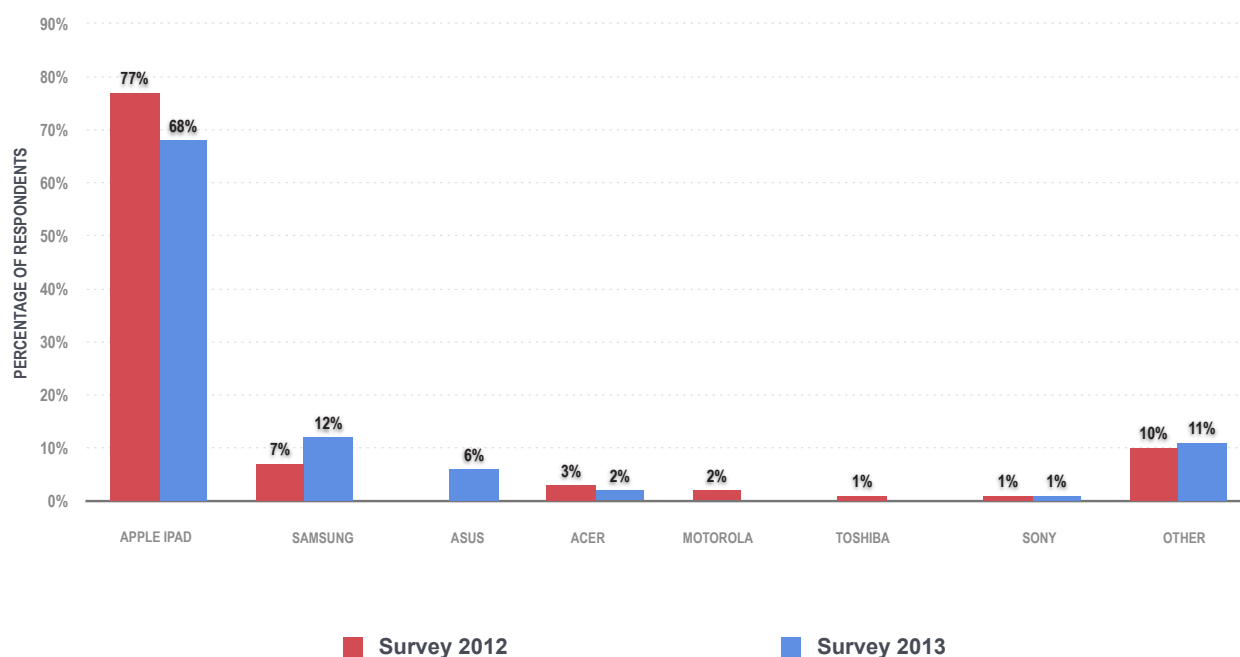
The rate of growth has not been as rapid as predicted from the 'planned purchase' question from the last Survey, which suggested that tablet ownership in this year's Survey would be around 70%. This may be a reflection of the impact of the continuing economic uncertainty on the priorities for purchasing among Australians, but also confirms that stated intention does not necessarily correlate to action.

An additional 19% of 2013 Survey respondents were planning to purchase a tablet within the next 12 months. Based on these results, the indicative forecast for tablet ownership is approximately 63% by February 2014 and 76% by August 2014.

TABLET BRANDS

Those respondents who owned a tablet were asked to report the brand of their tablet. The results are shown in Figure 60.

Figure 60: Tablet Brand Of Respondents



Comments

Apple iPads clearly remain the most popular brand of tablets with 68% of respondents who owned tablets reporting that they owned an iPad. However, there has been a decrease in the percentage of respondents owning an Apple iPad. The decrease was offset by an increase in the ownership of other brands, and in particular, the Samsung brand of tablets.

USE OF THE TABLET BY RESPONDENTS

Respondents who owned a tablet were asked how often they used their tablet for a range of listed purposes. To allow for comparisons this was the same list that was used in questions relating to the use of the mobile phone earlier in the Survey.

Figure 61 shows the overall proportion of respondents that used the tablet for each specific purpose within the last 12 months across the Surveys. Table 14 then shows the detailed frequency of use among respondents across the Surveys.

Figure 62 illustrates the results for 2013 based on the same four usage groups created to illustrate the use of entertainment, information and communication services, namely:

- High-level frequency (used at least once a day or used at least 5 times a day)
- Medium-level frequency (used at least once a week or used at least once a month)
- Low-level frequency (used at least once every few months, or used at least once a year)
- Not used in the last 12 months.

Figure 61: Overall Tablet Use In The Last 12 Months Across Surveys

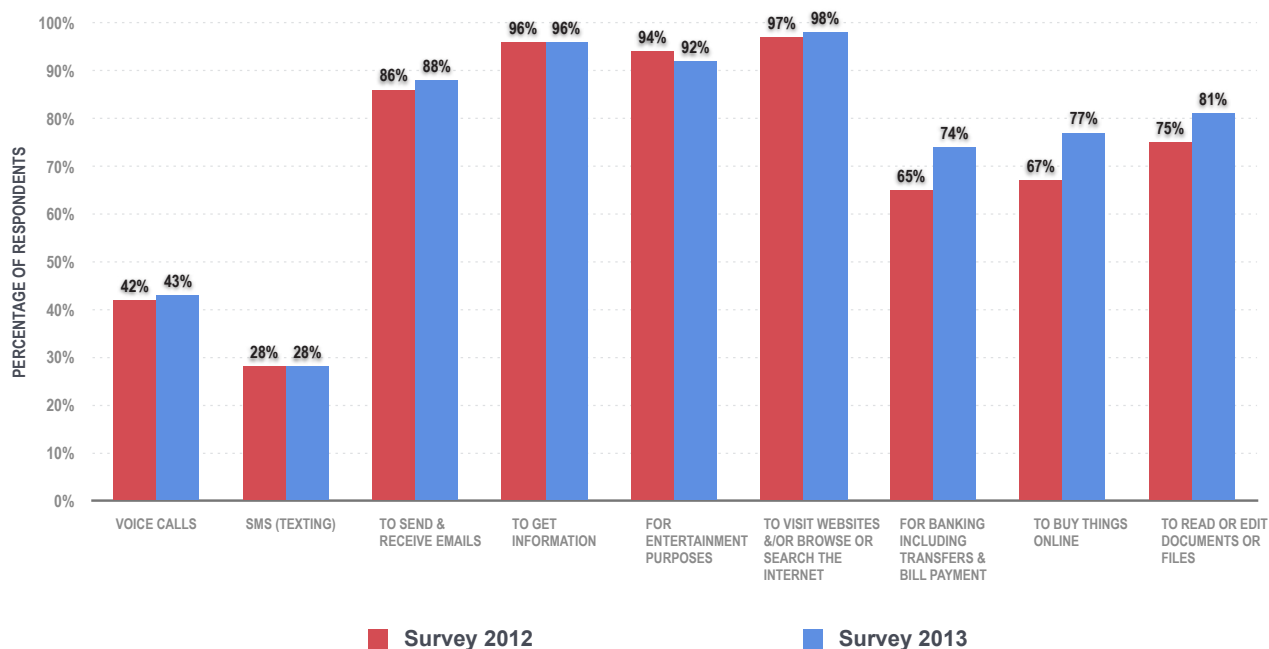
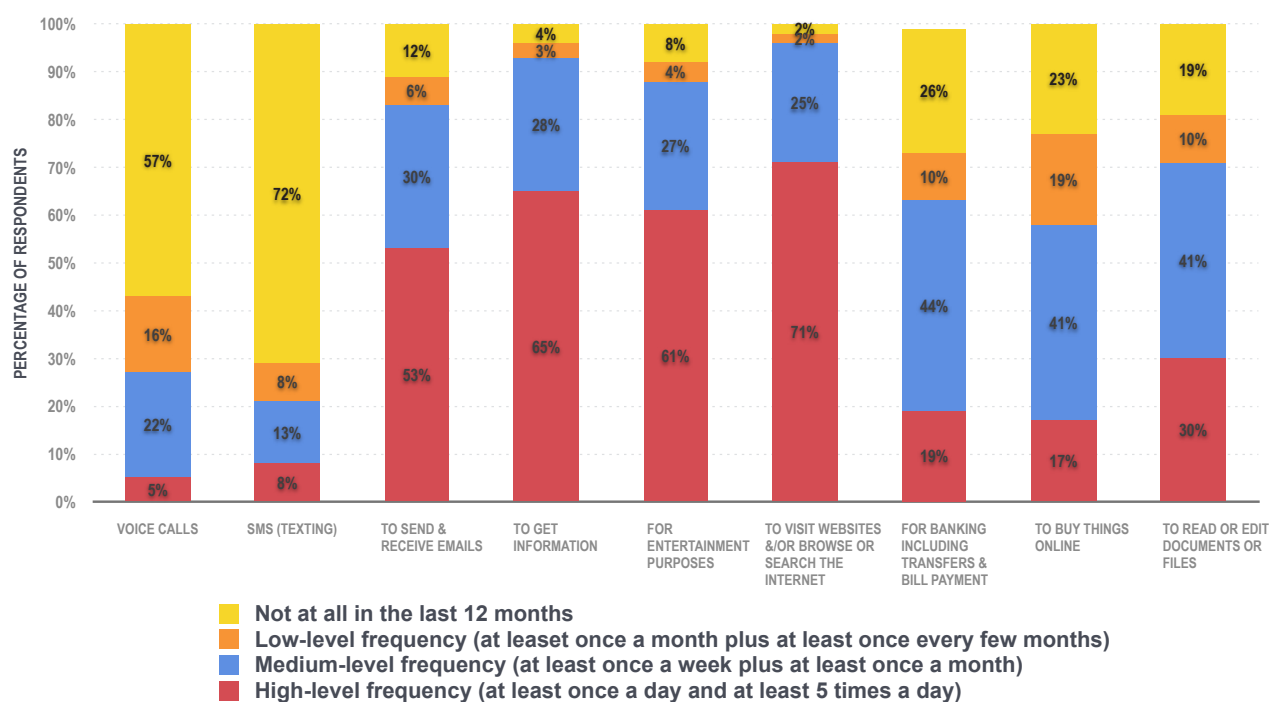


Table 14: Frequency Of Uses By Tablet Owners In The Last 12 Months Across Surveys

Tablet Use	At Least 5 Times A Day		At Least Once A Day		At Least Once A Week		At Least Once A Month		At Least Once Every Few Months		At Least Once a Year		Not at all	
	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013
Voice Calls	2%	1%	5%	4%	9%	10%	12%	12%	8%	10%	6%	6%	58%	57%
SMS	3%	2%	5%	6%	9%	6%	5%	7%	5%	4%	2%	4%	72%	72%
To send and receive email	26%	22%	30%	31%	9%	21%	6%	9%	4%	5%	1%	1%	14%	12%
To Get Information	28%	27%	42%	38%	9%	22%	5%	6%	2%	3%	0%	0%	4%	4%
For Entertainment Purposes	25%	21%	40%	40%	9%	21%	6%	6%	2%	2%	1%	2%	6%	8%
To Visit Websites and/or Browse or Search the Internet	33%	30%	42%	40%	9%	20%	4%	5%	1%	2%	1%	0%	3%	2%
For Banking Including Transfers & Bill Payments	7%	5%	15%	14%	9%	30%	12%	14%	4%	7%	1%	3%	35%	26%
To Buy Things Online	7%	5%	11%	11%	9%	16%	20%	25%	10%	14%	4%	5%	33%	23%
To Read or Edit Documents Online	12%	10%	21%	20%	9%	27%	12%	14%	6%	6%	1%	4%	25%	19%

Figure 62: Frequency Of Use of Specific Services On The Tablet For 2013



Comments

The overall pattern of use was similar across both Surveys. However, there were some notable changes from the 2012 Survey to the 2013 Survey, namely the increase in the percentages of respondents using the 'newer' or emerging types of mobile phone use in the last 12 months. The use of the tablet:

- 'For banking including transfers & bill payment' increased from 65% to 74%
- 'To buy things online' increased from 67% to 77%
- 'To read or edit documents or files' increased from 75% to 81%.

Table 14 shows little change in the pattern of high-level use (at least 5 times a day plus at least once a day) between 2012 and 2013 across all uses of the tablet. However, with the exception of SMS use, the percentage of high-level users declined slightly (2-5%) across all types of use.

There was between 12-23% increase in medium-level users (at least once week plus at least monthly, but not daily) of tablets for all uses except voice and SMS between 2012 and 2013. The greatest increase in medium level use related to banking (23% increase).

There was little change in the pattern of low-level users (at least once every few months plus at least once a year) between 2012 and 2013 across all uses of the tablet. The most notable change in the percentage of low-level users was for banking (5% increase) and buying online (5% increase).

The proportion of respondents reporting that they did not use the tablet for a particular use generally remained unchanged or declined. The only exception related to the use of the tablet for entertainment purposes, which showed a minor increase in the proportion of respondents indicating that they did not use the tablet for this purpose.

The proportion of respondents who did not use the tablet for banking and buying things online declined by approximately 10%, indicating meaningful growth in the use of the tablet for these purposes.

MOBILE PHONE USE COMPARED TO TABLET USE

A comparison of mobile phone use compared to tablet use was carried out. Figure 63 shows the overall mobile phone and tablet use by respondents in the last 12 months. Figure 64 provides a comparison of frequent mobile phone use and frequent tablet use. In this instance, frequent is defined as those that used the phone for that given purpose at least weekly. At least weekly was calculated by summing together the percentages of respondents that used the mobile phone for the given purpose at least five times a day, at least once a day and at least once a week.

Figure 65 shows the use of applications versus websites among tablet owners compared to mobile phone owners.

Figure 63: Overall Mobile Phone Use Compared To Tablet Use In The Last 12 Months

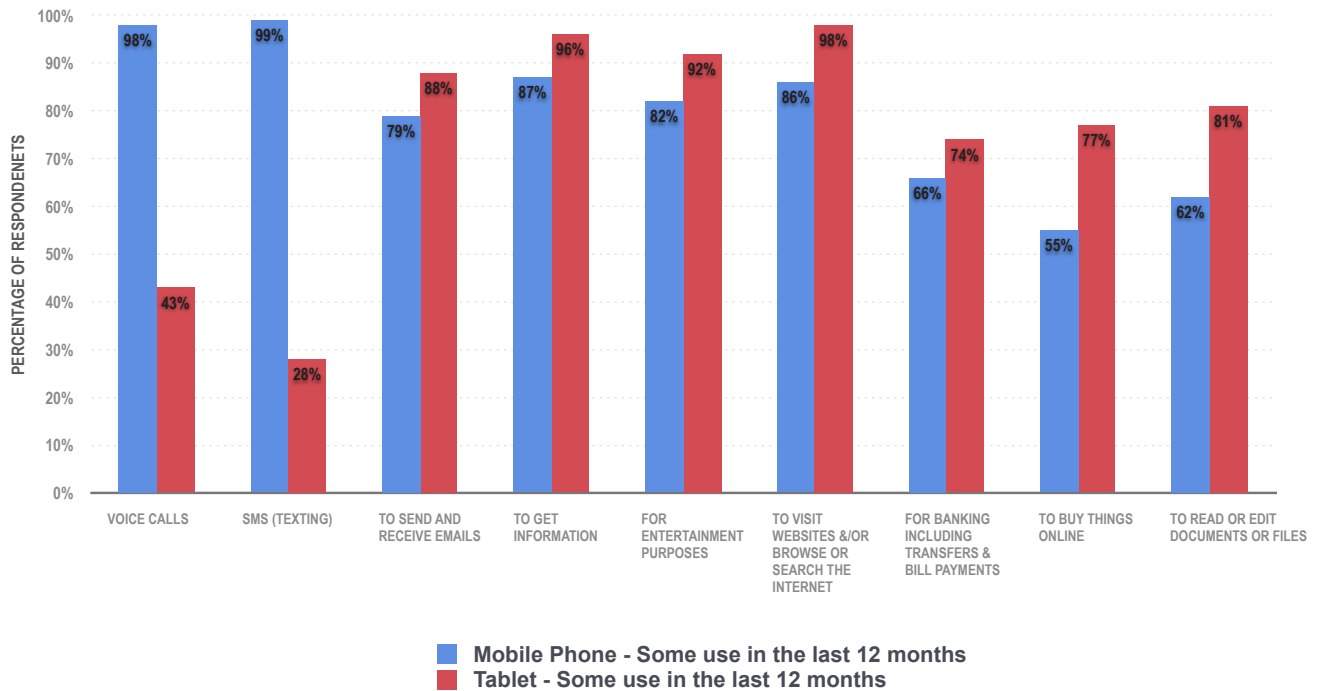


Figure 64: Frequent Mobile Phone Use Compared To Frequent Tablet Use (Frequent is defined as those that used the phone for that given purpose at least weekly)

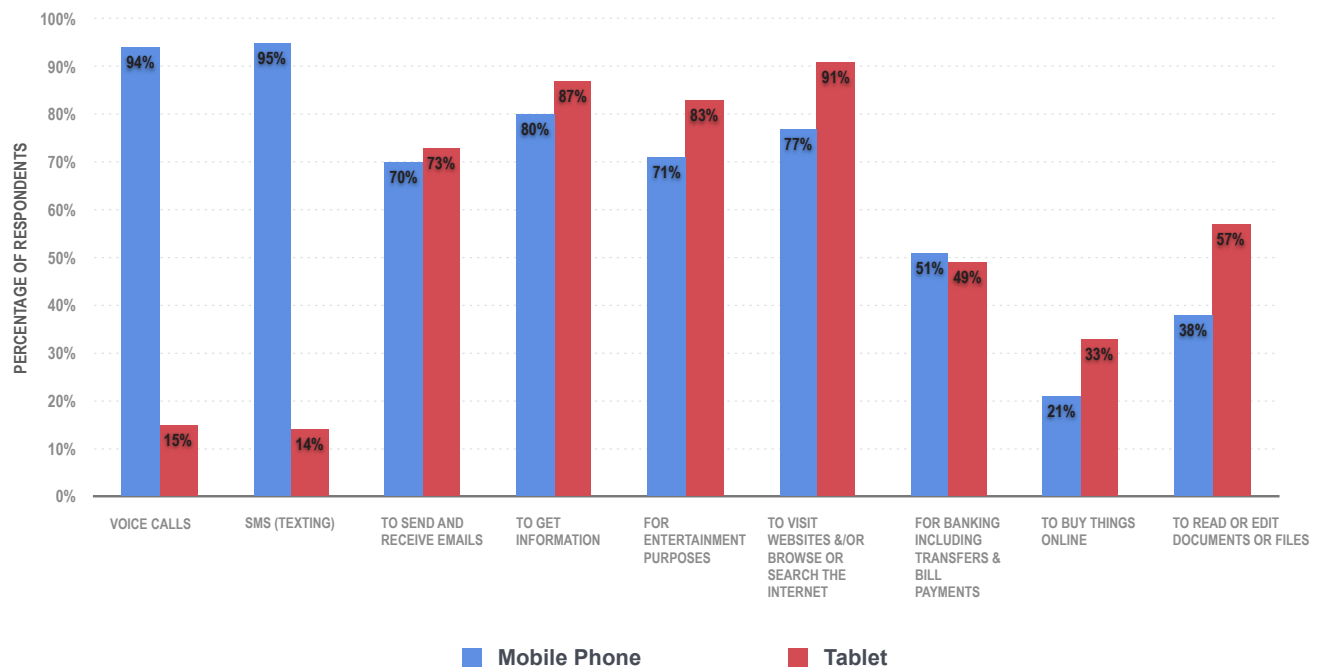
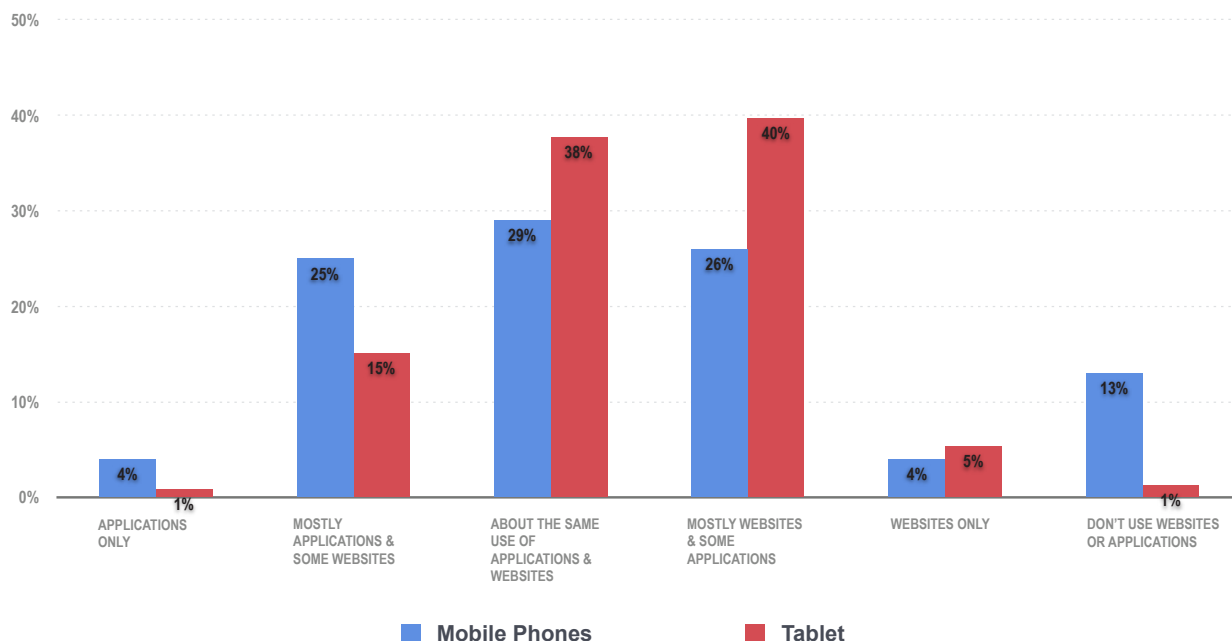


Figure 65: Use Of Websites Versus Applications On Mobile Phones Compared To Tablets



Comments

A higher percentage of respondents have used the tablet for most of the listed range of purposes “in the last 12 months”. Not surprisingly, the only exceptions were voice calls and texting.

A closer analysis of frequent mobile phone users and frequent tablet users (at least once a week) revealed a similar overall pattern of use (excluding voice and SMS). However, the percentage of frequent users accessing the listed services was again consistently higher on the tablet, compared to the mobile phone.

Almost all tablet owners (99%) are using websites and/or applications compared to 87% of mobile phone users suggesting that there are some differences in how these devices are used. Of particular interest is that websites are just, if not more popular, than applications among tablet owners. Only:

- 1% use applications only on tablets, compared to 4% on mobile phones
- 15% use ‘mostly applications and some websites’ on tablets, compared to 25% on mobile phones.

PERCEIVED IMPACT OF TABLETS ON MOBILE PHONE USE

Finally, respondents were asked whether as a result of purchasing their tablet their use of their mobile phone stayed the same, increased or decreased across a list of phone functions. Figure 66 illustrates the results for 2013, while Figure 67 shows the results from the 2012 Survey.

Figure 66: Perceived Impact Of Tablets On Mobile Phone Use – 2013 results

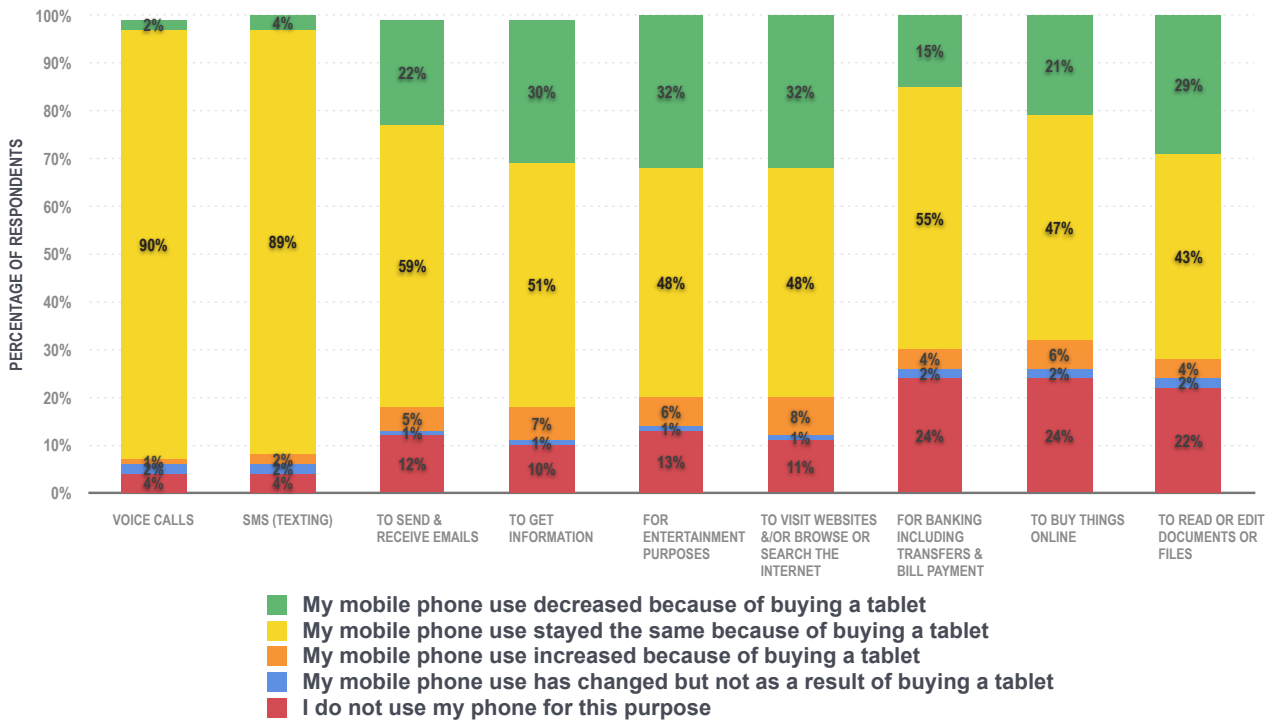
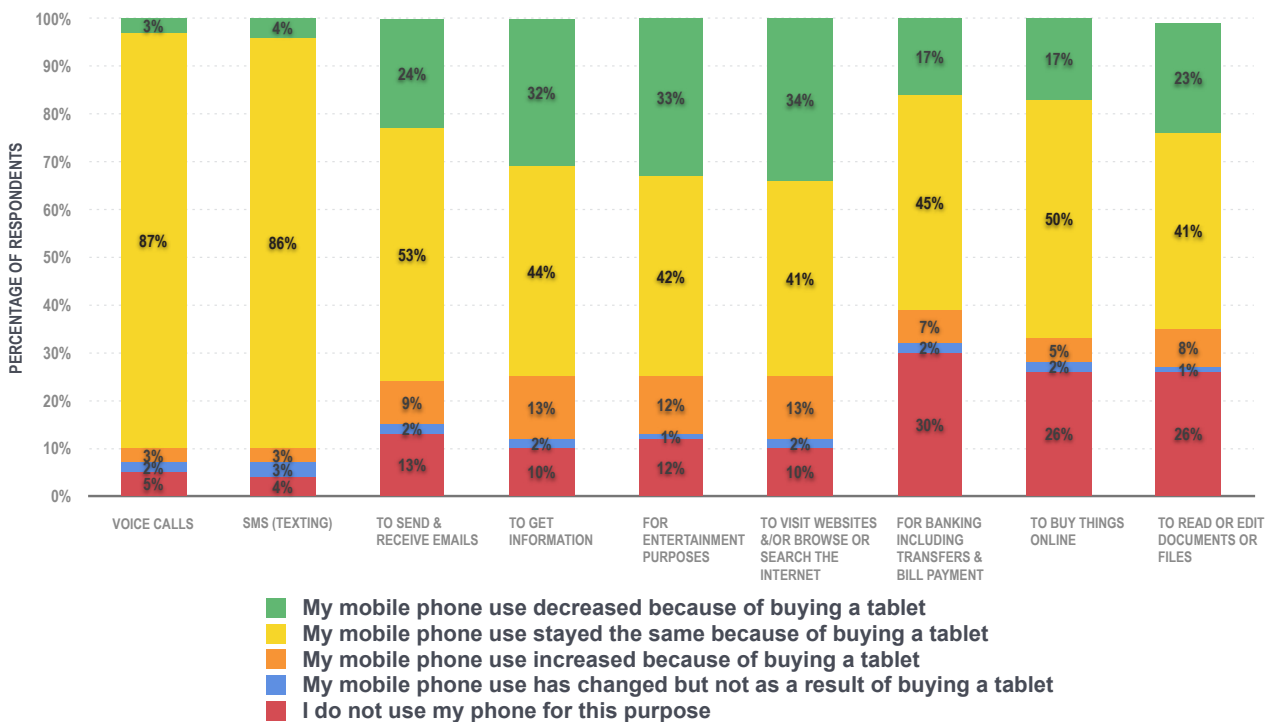


Figure 67: Perceived Impact Of Tablets On Mobile Phone Use – 2012 Results



Comments

The impact of the introduction of the tablet on different aspects of mobile phone use was first considered in the 2012 survey. Respondents were asked the same questions again in the 2013 Survey to determine whether tablet ownership has continued to impact on mobile phone use and whether the impact has changed given that it was expected there would be an increase in tablet ownership since 2012.

Although tablet ownership has increased from 38 per cent of respondents in 2012 to 56 per cent of respondents in 2013, figures 66 and 67 shows that the profile of impact on phone use remains quite similar. While there is some impact of tablet purchase affecting mobile phone use (either increasing or decreasing) the percentage of respondents whose phone use is unaffected (stayed the same) by the purchase of a tablet has increased. This suggests that mobile phones and tablets may eventually become complementary devices for the type of uses listed.

SECTION 8: SPECIAL TOPIC - MOBILE RETAIL

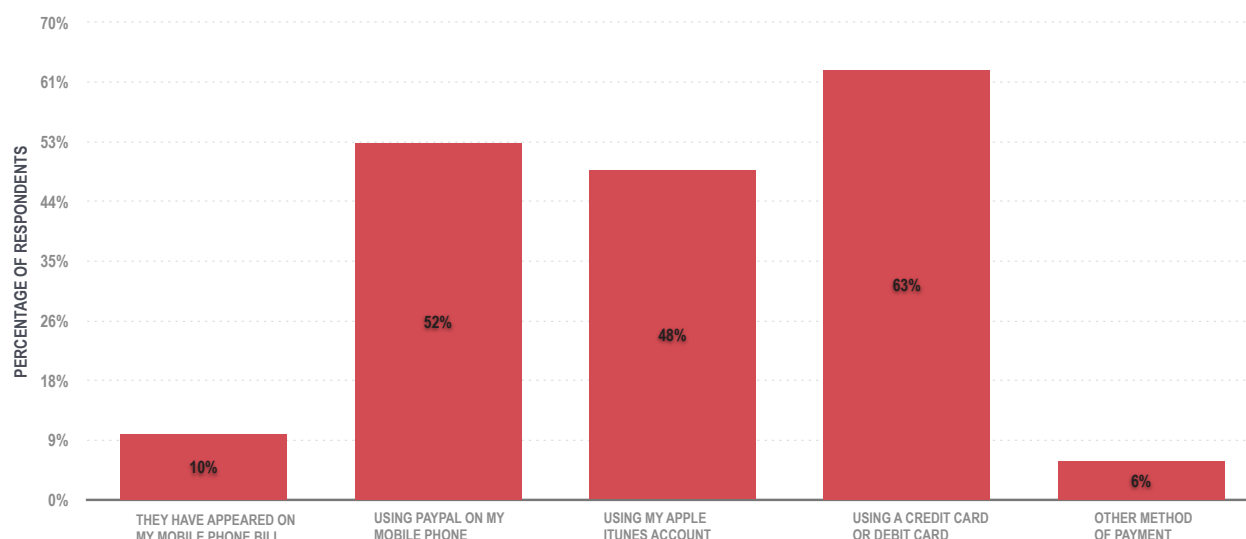
In this section of the report the findings relating to this year's special topic questions regarding mobile retail are presented. These findings include the following:

- Purchases made on the mobile phone by respondents
- Number and type of purchases made on their mobile phones
- Purchases made on the mobile phone from an overseas business
- Change in the number of in-store purchases since respondents started making purchases on their mobile phones
- Expected future purchasing behaviour by respondents on their mobile phones
- Overall experience of making a purchase on their mobile phone
- Role of the mobile phone in the purchase decision
- Response to the overall idea of buying things using their mobile phone.

PURCHASES MADE ON THE MOBILE PHONE

More than half of the respondents (54%) made a successful purchase on their mobile in the last 12 months. The methods these respondents used to make these purchases are summarised in Figure 68.

Figure 68: How Respondents Pay For Purchases Made On Their Mobile Phone (as a percentage of those who bought things using their phone)



Comments

Using a 'credit card or debit card' was the most popular method that respondents used to pay for purchases made on the mobile phone (63%), followed by the use of 'payPal' (52%) and an 'Apple iTunes account' (48%).

TYPE AND NUMBER OF PURCHASES MADE ON THEIR MOBILE PHONE

Respondents were asked to select the type of purchases they had made on their mobile phone. The responses are shown in Figure 69. Respondents were then asked to indicate the number of purchases they had made in the last month. These results are shown in Figure 70.

Figure 69: Type Of Purchases Made On The Mobile Phone

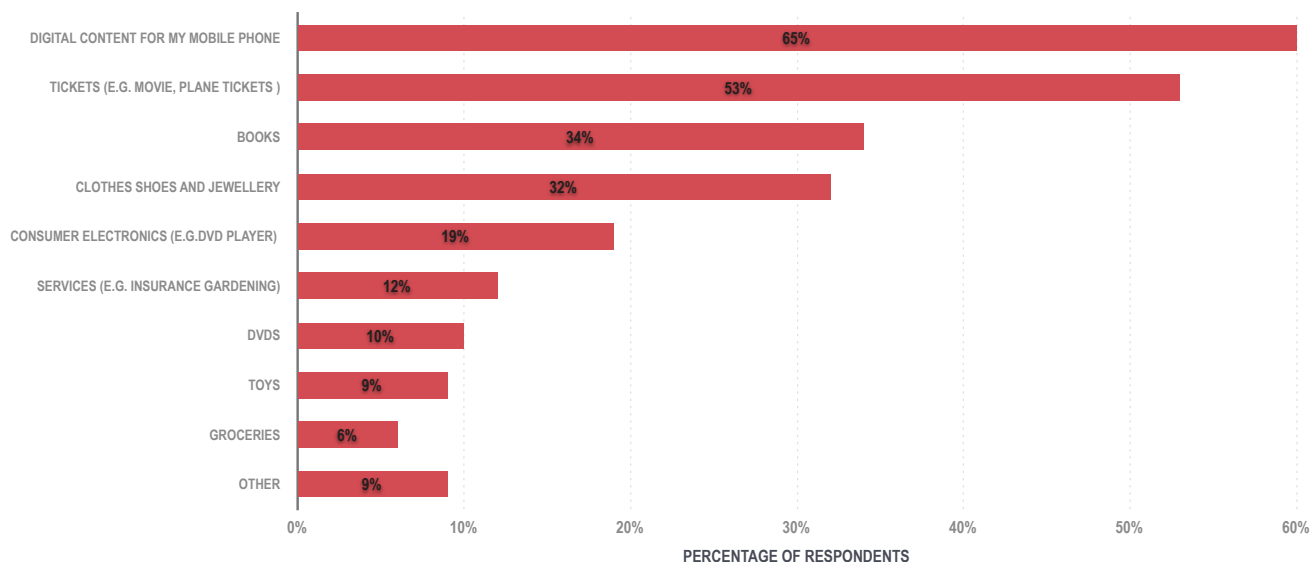
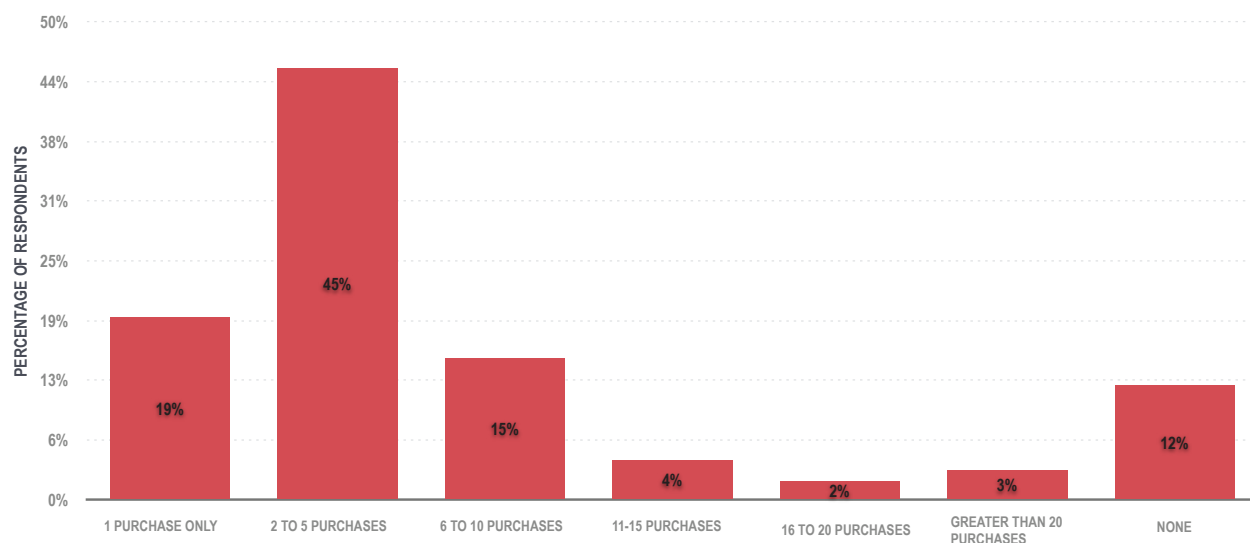


Figure 70: Number Of Purchases Made On The Mobile Phone In The Last Month



Comments

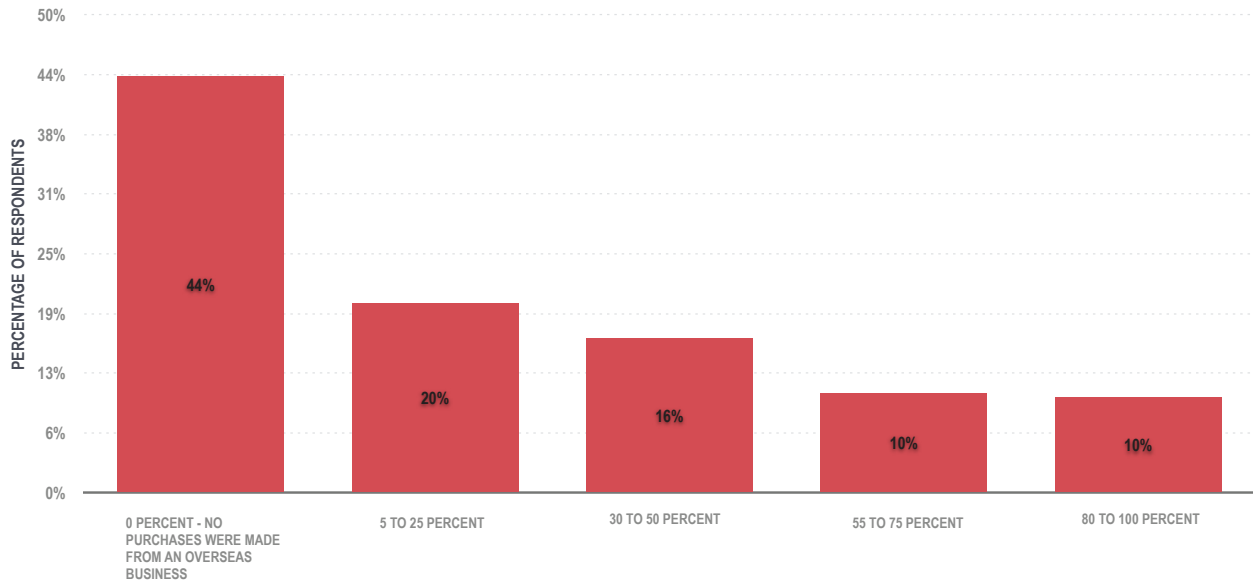
Of those respondents that had made purchases on their mobile phone, 65% had purchased Digital content for their mobile phone (e.g. ringtones, video clips, music, apps, games). This was clearly the most popular type of content purchased for the mobile phone, followed by tickets (53%). The purchase of books' (34%) and 'clothes, shoes and jewellery' (32%) ranked a distant third and fourth in the type of content purchased by respondents on their phones.

Almost a quarter of the respondents who had made purchases on their mobile phone, had made more than 5 purchases in the last month. Just under half (45%) had made between 2-5 purchases on their mobile phone in the last month. This suggests that while phone users are using their phones to make purchases the number of transactions is still relatively few.

PURCHASES MADE ON THE MOBILE PHONE FROM AN OVERSEAS BUSINESS

Respondents were asked to specify the percentage of purchases (using a slide scale with 5% increments) they had made in the last 6 months that were from an overseas business. Their responses are shown in Figure 71.

Figure 71: Percent Of Purchases Made On The Mobile Phone From An Overseas Business In The Last 6 Months



Comments

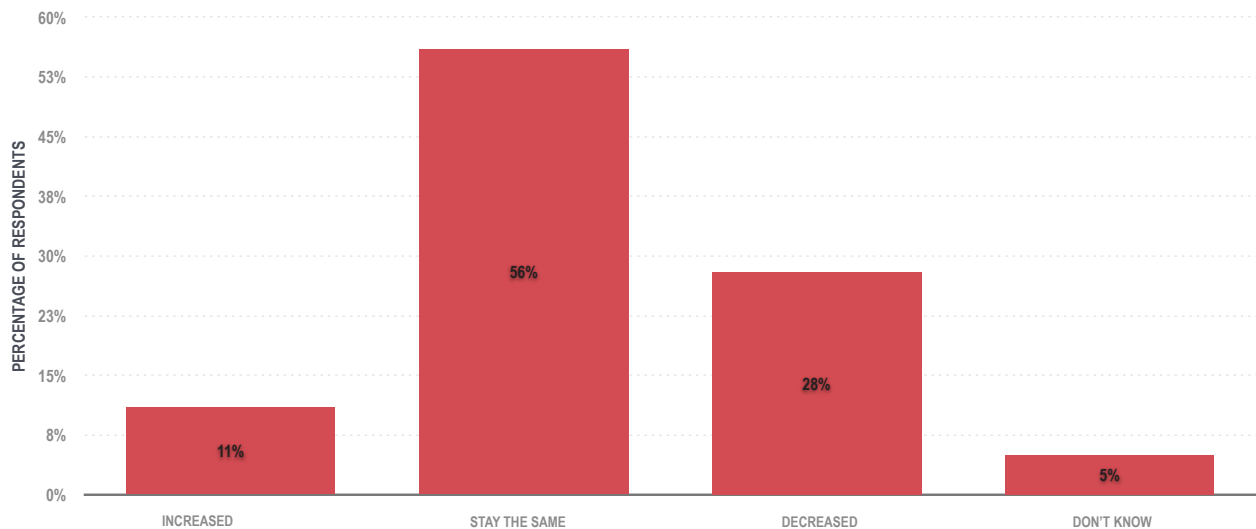
The majority of respondents claimed that the purchases they made on the mobile phone in the last 6 months were mainly from Australian businesses. Of particular interest is that 44% of respondents stated that they did not make any purchases from an overseas business in the last 6 months.

The Pareto principle, more commonly referred to as the 80:20 rule can also be applied to the results. Of those respondents who made purchases on their mobile phone, 80% made 50% or less purchases from an overseas business, while 20% claimed they had made 55 or more of their purchases from an overseas business. So from the perspective of overseas businesses, they can expect that 20% of Australians that purchase on the mobile phone, to buy the majority of their online purchases from overseas businesses. Conversely, domestic businesses can expect that 80% of Australians making online purchases via their mobile phones will make the majority of their purchases from domestic businesses.

IMPACT ON IN-STORE PURCHASES SINCE RESPONDENTS STARTED MAKING PURCHASES ON THEIR MOBILE PHONES

Respondents were asked to specify whether their overall number of in-store purchases had increased, stayed the same, or decreased since they had started making purchases on their mobile phone. An in-store purchase was defined in the Survey as a purchase made by the respondent in a physical “bricks and mortar” shop. The results are illustrated in Figure 72.

Figure 72: Perceived Impact On In-Store Purchasing Since Respondents Started Making Purchases On Their Mobile Phones



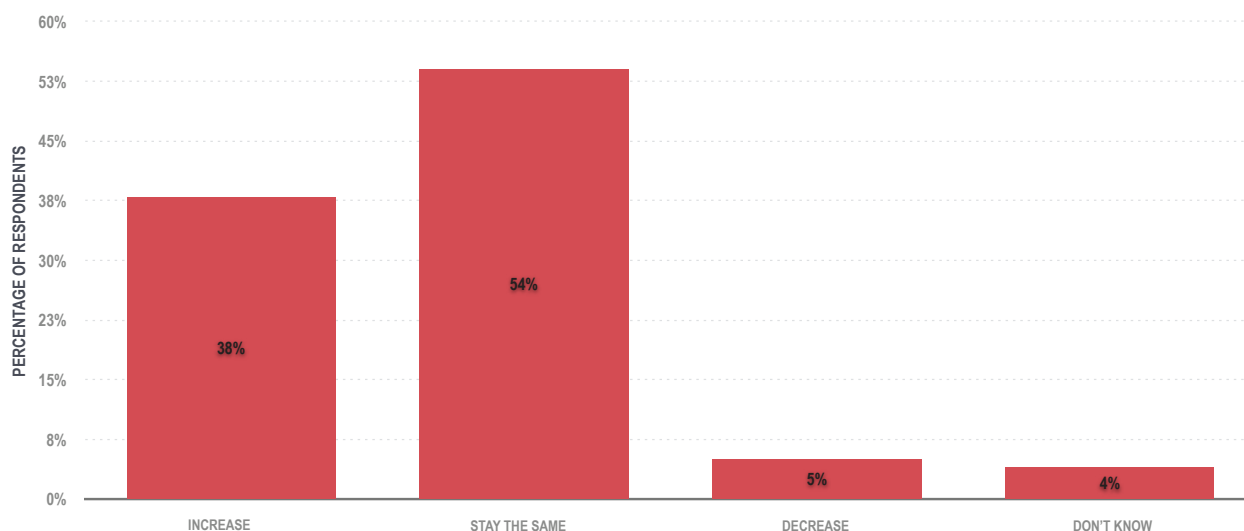
Comments

The results clearly suggest that in-store purchasing has been affected by online mobile phone purchasing. Almost 30% of respondents have decreased their in-store purchasing since they started buying on their mobile phones.

THE FUTURE BEHAVIOUR OF RESPONDENTS IN THE USE OF THE MOBILE PHONE FOR PURCHASING

Respondents were asked to specify whether they thought the number of purchases they made on the mobile phone would increase, stay the same or decrease. The results are shown in Figure 73.

Figure 73: Profile Of Likely Purchase Behaviour Occurring On The Mobile Phone In The Next 6 Months



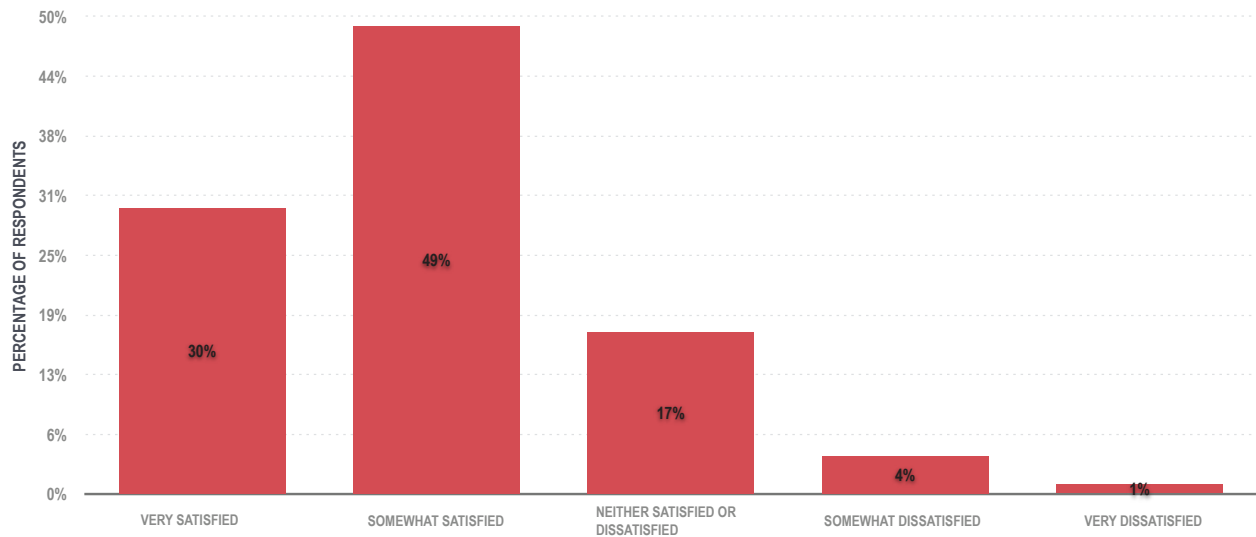
Comments

The positive news for online retailers is that almost 40% of respondents currently using the mobile phone for purchasing believe that the number of purchases they make on their phone will increase in the next 6 months. Only 5% of respondents said they think their purchases will decrease, with just over half believing their number of purchases will remain the same.

OVERALL EXPERIENCE OF MAKING A PURCHASE ON THE MOBILE PHONE

Respondents who had made a successful purchase on the mobile phone were also asked to describe their overall experience of making purchases on their mobile phone. The results are illustrated in Figure 74.

Figure 74: Overall Experience Of Making Purchases On The Mobile Phone



Comments

The results clearly suggest that for most respondents the experience of making a purchase on their mobile phone has been positive. Almost 80% said that they were “very satisfied” or “somewhat satisfied” with the experience and only 5% were either somewhat dissatisfied or very dissatisfied with the experience.

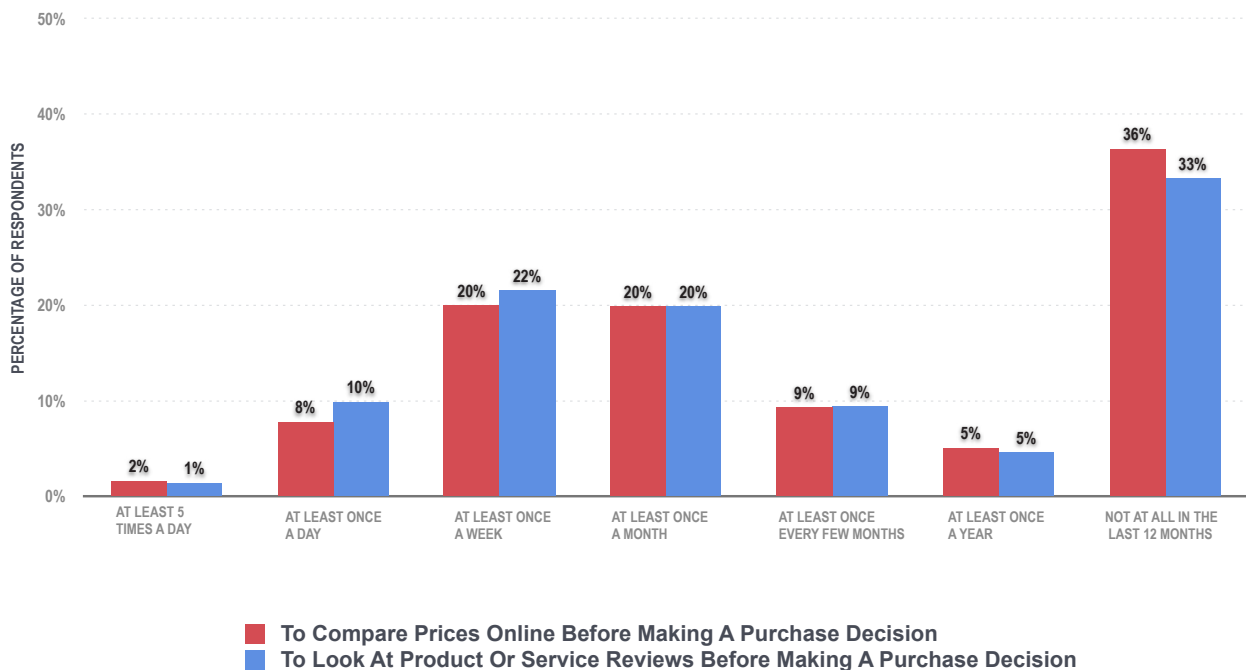
ROLE OF THE MOBILE PHONE IN THE PURCHASE DECISION

Apart from making purchases on the mobile phone, the mobile phone is also believed to play a role in the decision to make a purchase. The purchase may then end up being made on the phone or in-store. Two behaviours relating to the role of the mobile in the purchase decision were explored in this survey, namely the use of the mobile phone:

- To compare prices online before making a purchase
- To look at product or service reviews before making a purchase decision.

All respondents were asked these questions, regardless of whether or not they had made a successful purchase on their mobile phone. The results are shown in Figure 75.

Figure 75: Role Of The Mobile Phone In The Purchase Decision



Comments

The overall pattern of use and frequency of use for both behaviours related to the use of the mobile phone in the purchase decision are very similar. Just over 60% of respondents used the mobile phone to compare prices online (64%) and look at product or service reviews (67%) before making a purchase decision in the last 12 months.

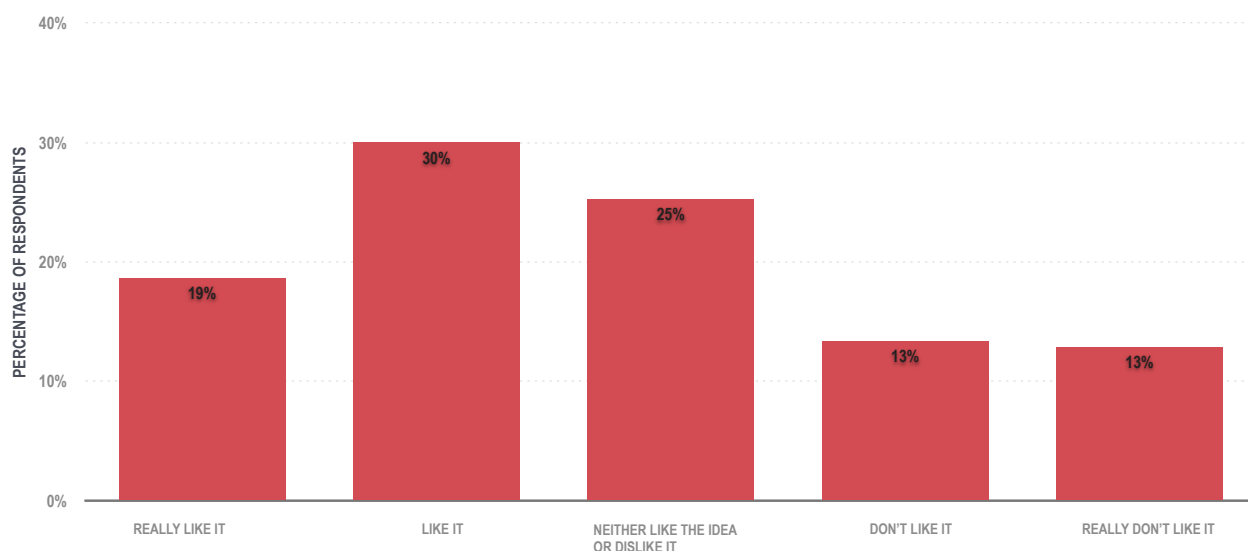
Also of interest is that around 30% of respondents frequently used the mobile phone to compare prices and look at product or services reviews before making a decision. Frequently in this instance was defined as at least 5 times a day plus at least once a day plus at least once a week.

Thus, it is evident that the mobile phone is not only a platform for making the actual purchase, but is also important for many consumers in aiding their purchase decisions.

RESPONSE TO THE OVERALL IDEA OF BUYING THINGS ONLINE

All respondents were asked, regardless of whether or not they had made a successful purchase on their mobile phone what they thought of the overall idea of buying things online on their mobile phone. The results are shown in Figure 76.

Figure 76: Response To The Overall Idea Of Buying Things Online



Comments

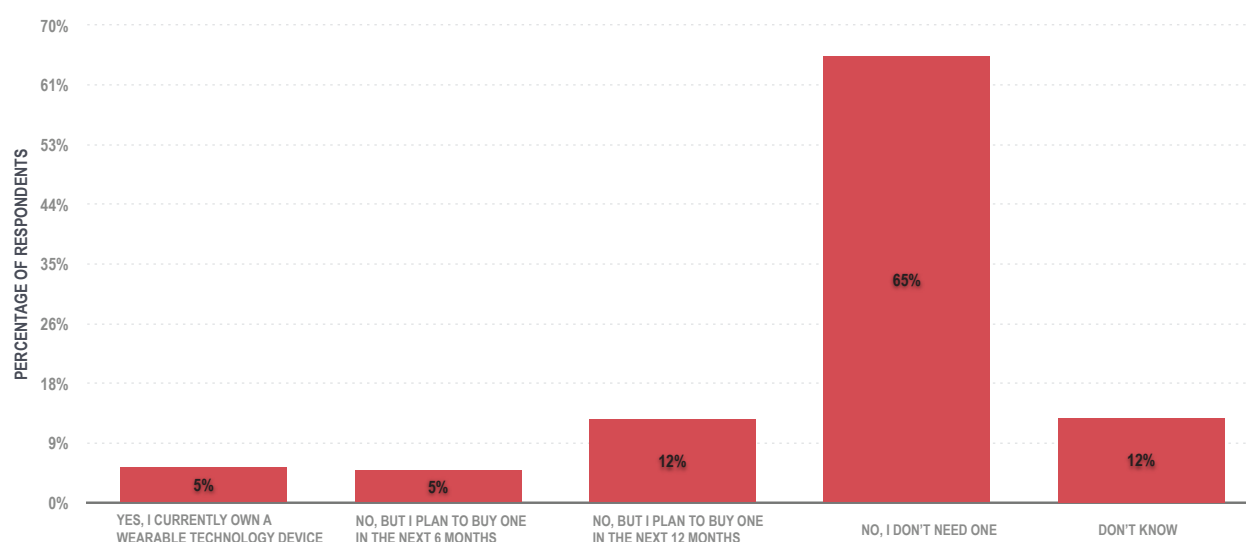
About half of the respondents (49%) 'really like' or 'like' the idea of buying things online using their mobile phone, while a further 25% are neutral, neither liking or disliking the idea. The most challenging group for industry will most likely be the 26% of respondents who are against the idea (really dislike or dislike it). The effort required to educate and change a mindset can often be timely and costly. On the positive side, however, those that are making purchases on their mobile phones are satisfied with the experience, which suggests that the available payment models are meeting the requirements of consumers and that once a consumer does make the decision to purchase on their phone they may actually change their mind.

SECTION 9: LOOKING AT MOBILITY MORE BROADLY

In this year's survey a question was asked that explored the notion of mobility more broadly. Respondents were asked if they currently owned or planned to purchase a wearable technology device. Some examples were provided in the survey to provide context, such as a Nike Fuel Band, Smart Watch and Google Glasses, which have attracted considerable media attention and coverage in the last year.

The results of this question are shown in Figure 77.

Figure 77: Ownership Or Planned Purchase Of A Wearable Technology In The Next 12 Months



Comments

The results clearly suggest that wearable technologies are still very much an emerging and unknown reality for most respondents. Only 5% of respondents stated they owned a wearable technology device. However, 17% stated that they planned to purchase such a device in the next 12 months – 5% in the next 6 months and 12% in the next 12 months. Based on these figures the ownership of wearable technology device will be around 10% in February 2014 and 22% in September 2014.

How these mobile devices interact and affect the use of mobile phones in the future will be an area of potential interest for all businesses that rely upon using the mobile phone to interact with their customers or clients.

FOR MORE INFORMATION

For more information about:

- The report
- Becoming a sponsor of the 2014 survey
- The option of additional analysis of the AMPLI data to meet your specific needs.

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