# Mobile Devices Make A Mark In Australia

Contributed by Warc
Wednesday, 03 October 2012

Smartphone and tablet ownership are both rising rapidly in Australia, a trend exerting a major impact on media consumption habits, a report has revealed.

AIMIA, the digital trade body, polled 1,784 people, a panel that was "broadly in line" with the 18â€“75 year old population as a whole.

Overall, 76% of contributors now possessed a smartphone, an increase from 67% year on year. The study predicted that uptake would hit 80% by the end of 2012 and 84% by mid-2013.

In keeping with this shift, fully 76% of respondents had gone online through their phone in the last year. This score hit 69% for using apps and email, while 52% had used banking services and 42% made purchases.

Some 42% of subscribers used these gadgets to read product reviews. Another 38% compared the goods available via this route and 18% accessed group buying offers in the same way.

A 61% share of adults questioned had logged on to social networks on a smartphones, while 34% had played back video content and 21% had watched mobile television.

When discussing advertising, around a quarter of the sample had engaged with paid search, vouchers and coupons sent to their phone, banner ads, ads featured in games and video and social network marketing.

Looking at tablets, the analysis showed that 38% of participants already possessed such a device, up from 16% in 2011. An additional 12% hoped to buy one in the next six months, as did 21% over the coming year.

At present, Apple's iPad holds 77% of the market, ahead of Samsung, which lagged behind on just 7%, the report continued.

In all, 97% of the current tablet audience had gone online from their slate, while 85% sent and received emails, 67% made ecommerce purchases and 65% conducted tasks related to banking.

Exactly 34% of people owning a tablet used their phone to access the web less often as a result of acquiring a device like the iPad. A further 24% agreed with this statement for email.

Data sourced from AIMIA; additional content by Warc staff

About Warc
For more information please visit http://www.warc.com/

Sydney,Australia - 3 October 2012