New data from the emma survey shows that the market is near saturation point and confirms industry based reports that Australians are ranked as one of the highest users of mobiles globally. As a nation we prefer Apple, Nokia and Samsung as our handsets of choice. 7 in 10 people aged 14-44 are using their mobile to access the internet, while 4 in 10 in this age group are buying apps.

Only 3% of Australians do not use a mobile phone. Security and good manners are key issues now in terms of usage.
While we are aware of our mobile obsession in terms of levels of ownership, our attitudes to the mobile may be less well known. Did you know that:

85% of people agree that talking loudly on a mobile phone in public places is rude and irritating
72% believe that mobile phone calls can be intrusive

But at the same time:
72% would never leave the home without their phone
66% feel much safer with a mobile phone
55% believe that because there’s so much personal information on a phone these days they worry about theft and security of data and information they have in it.

Source: emma

**Attitude % (Top2 Box)**

- I think that talking loudly on a mobile phone in public places is rude and irritating: 85%
- Mobile phone calls can at times be intrusive: 55%
- I never leave the house without my mobile phone: 72%
- I feel much safer with a mobile phone: 66%
- There's so much personal information on your phone these days that you worry about theft and security of data: 72%
As the internet is an integral part of modern day life, it’s hardly surprising that 9 in 10 Australians are using the web on a weekly basis. emma data shows that 95% of internet users use it for personal reasons while only 57% use it for work or study.

WHAT ARE AUSTRALIANS DOING ONLINE?

Emails are our main source of contact with the web, with the need to look for general information, insight on products and services and utilitarian requirements such as paying bills and doing the banking rounding out the 5 top reasons for usage.
Telstra continues to hold the dominant market share position as the prominent internet service provider, with 50% of Australians using a BigPond service. But there are nuances in the service provider line up and unique positions in the eyes of consumers who responded to this survey.

Telstra is known for being reputable, having reliable connections and is generally popular, followed by Optus. Internode is considered to provide a high level of customer service and innovation and TPG is seen to have good price/value for money offers.
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Source: emma™ conducted by Ipsos MediaCT,
People 14+ for the 12 months ending August 2013