

Friday, 16 January 2015

Over a million Australians now use two mobile phones

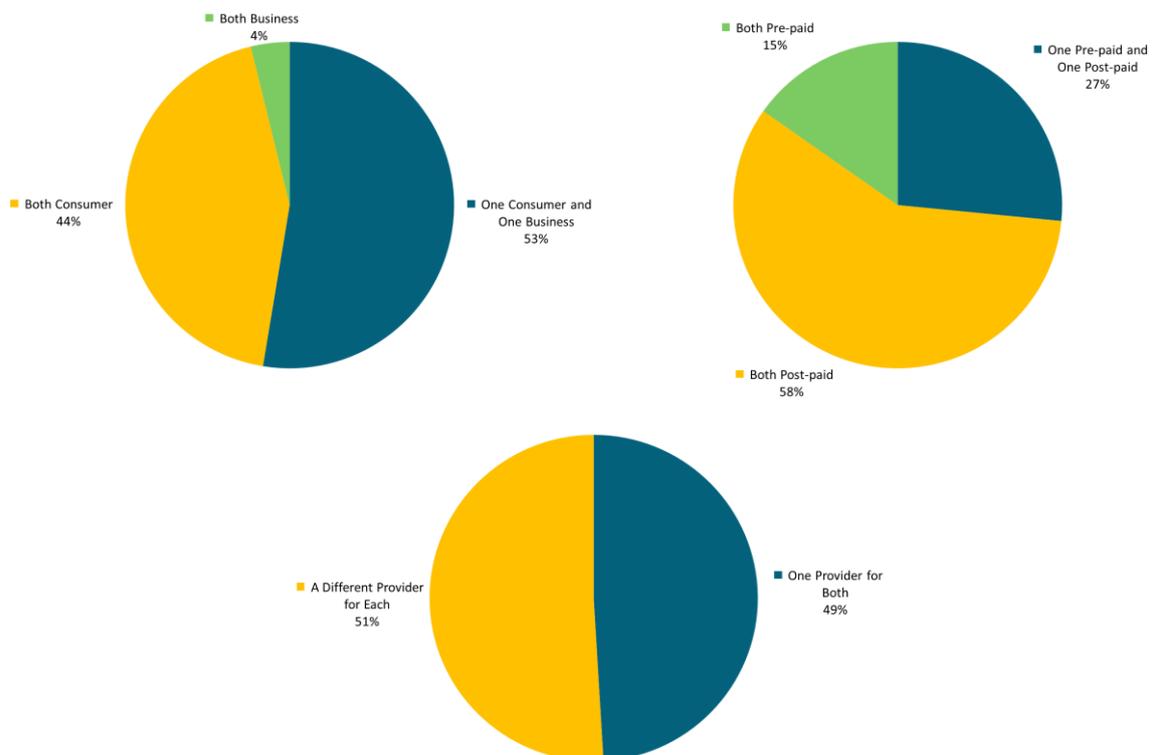
It's not just secret agents and adulterers: around 1.14 million Australians (6%) use two different mobile phones. Over half of these double-handset users have one for work and one for play, with each connected through a different service provider, data from Roy Morgan Research shows.

In the year to November 2014, Roy Morgan Research surveyed over 1500 Australians (aged 14+) who use two mobile phones. The majority (53%) have one phone that work pays for and one they pay for themselves—but another 44% are using two different consumer-pays mobiles and 4% use two separate business phones.

Just over half of all those with two phones, equal to almost 580,000 Australians, are signed up with two different service providers.

Most have both phones on a Post-paid plan (58%), while around 1 in 4 use one Post-paid and one Prepaid phone (27%), and the rest manage the recharges on two Prepaid mobiles (15%).

Australians using two Mobile Phones



Source: Roy Morgan Single Source, December 2013 –November 2014, sample = 1541 Australians 14+ using two mobile phones. Numbers may not equal 100% due to rounding.

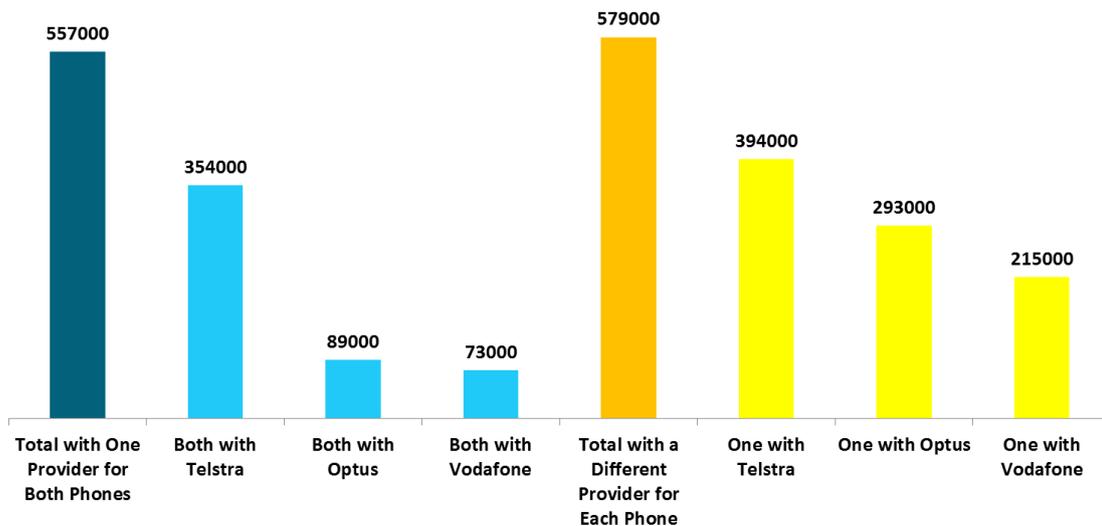
Among those 557,000 Australians using one provider for each of their phones, 354,000 say both are with Telstra, while just 89,000 are only with Optus and 73,000 only Vodafone.

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But Optus and Vodafone get a clear boost among the 579,000 using a different provider for each mobile: while the majority (394,000) still have one of them with Telstra, 283,000 have one with Optus and 215,000 have one with Vodafone.

Across the three main providers, the Telstra-Optus combo accounts for 170,000 dual-mobile users, ahead of Telstra-Vodafone (103,000) and Vodafone-Optus (57,000).

Number of Australians using two Mobile Phones – by Service Provider



Tim Martin, General Manager - Media, Roy Morgan Research, says:

“Over 1.1 million consumers currently use two different mobile phones, compared with 1.3 million a year ago. For most, the second phone is paid for by work, but around half a million use a second consumer-pays mobile.

“It is notable that over half of all two-phoned Australians use a different service provider for each mobile. Customers of smaller MVNOs like Lebara, ALDI mobile and Boost are up to three times more likely to have another mobile phone.

“In a competitive market, telcos will need to pinpoint which types of consumers use and pay for two different mobile phones, which use different providers or different payment options, and what their different usage habits are.”

To understand how to reach Australians with different technology usage habits and purchase intentions, contact:

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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