



Australia revealed as selfie nation

Australia's award-winning telco ALDImobile uncovers new Aussie smartphone trends*

A new survey released by ALDImobile today, has revealed that Australia is a selfie-loving nation with smartphone users across the country taking over 50 million selfies every week.

To celebrate Selfie Day on 21 June, ALDImobile has commissioned a nationally representative survey in partnership with Galaxy Research** to uncover Australia's smartphone habits. The results showed that almost four in five smartphone users admit to take selfies, while 1.5 million Aussies snap at least one photo of themselves everyday.

Findings revealed that one thing Aussies photograph more than themselves is their pets. On average, smartphone users take about 25 photos with their mobile devices each week, while Millennials take the lead with around 40 shots.

It appears that smartphone technology is helping Aussies to live healthier lifestyles, with two thirds using their handsets for accessing fitness, health and nutrition apps. Full-time workers (73%) are big fans of mobile fitness apps, checking them on average twice a day. Those living in New South Wales (70%) are the most active users of fitness apps, while people from Victoria (60%) are least likely to use smartphones for this purpose.

The research also revealed that Aussies count on their mobiles for support with mindfulness and wellbeing, with over 50% of smartphone users accessing sleep or meditation apps. More than four million full-time workers say they use their phone to meditate or sleep, checking these apps twice as often as part-timers.

Psychologist and Relationship Expert, Jacqui Manning, said: "Selfies, just like self-portraits back in the day, are a way for us to discover who we are. Smartphone selfies are so instant and widely shareable that we are able to project many different representations of ourselves. We can be foodies, super parents, adventure seekers, fitness enthusiasts or whatever we feel in that specific moment."

"Sharing one of these moments through a selfie can create an empathetic bond with the person looking at the image as the eye is looking directly down the lens, helping to boost our endorphins. It's important to recognise why you're taking a selfie and maintain a healthy balance," said Manning.

"We're not only using our phones as a tool to communicate and manage our day-to-day activities but they're also helping us to achieve our life goals. The effects of having fitness apps that track our results or prompt reminders to go out for a run or meditate can increase motivation and consistency."

On average, Aussies use their smartphones more than 60 times a day, with social media being the most popular activity (10 times a day), followed by Internet searches (nine times a day), then sending or receiving emails and texts (each over eight times a day).

According to ALDImobile's research, Australians are relying on their smartphones for everyday activities like navigation and commuting, with 95% using it as a reference for directions. Those living in New South Wales use their mobiles the most for this purpose (three times a day), followed by Queenslanders and Western Australians who check fitness apps twice a day. Interestingly,

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Sydneysiders check their handset for directions almost twice as much as Melbournians, who live in a city well known for its clear grid street layout. However, those in Victoria are more likely than any other state to check the weather, with 38% of smartphone users logging onto these apps at least three times a day.

An ALDI Australia spokesperson said: “The results of the ALDI mobile research shows just how much smartphones are assisting us through our everyday lives. We are counting on our devices as a means to communicate, source information, organise our diaries and entertain us more than ever before. As our reliance on smartphones becomes greater, Australians are searching for the best value for money when it comes to their phone plans. To help Aussies celebrate their different passions and interests, ALDI mobile has a range of mobile plans to fit all types of lifestyles”.

ALDI mobile plans offer customers an affordable range of options priced from \$15 to \$45 to suit their usage needs without hidden costs, lock-in contracts or flag fall rates. Instead they feature low call rates, fair and transparent pricing and reliable coverage as well as the flexibility to add additional value including PAYG credit for inclusions such as international calling and roaming. Switching to ALDI mobile is easy, with the option to keep your existing mobile number.

Other key findings from the ALDI mobile research include:

- 87% of Australia’s population read news on their smartphone, including 73% of baby boomers
- Almost half a million Aussie men use their phone to make or receive calls more than 20 times a day — that’s more than twice the number of women who make/receive the same number of calls
- Smartphone users in NSW (25%) are more likely than Victorians (13%) to play music on their phones, while 17% of Queenslanders enjoy listening to beats
- Women are more likely than men to use social media on their smartphones, while single Aussies are almost twice as likely to be heavy users, with one in three checking social media more than 20 times a day
- Baby boomers have jumped on the social media bandwagon, with a whopping 79% using their phone for this purpose

For more information, visit www.ALDI mobile.com.au

Notes to editors:

**Canstar’s Most Satisfied Customers Mobile Prepaid in 2015 and 2016 as well as Money Magazine’ Best Value Prepaid Mobile Plan Low Usage PAYG Winner in 2015 and 2016*

***The ALDI mobile Smartphone Research was conducted online between Friday 17 March and Monday 20 March 2017. Interviews were conducted among a nationally representative sample of 1,029 smartphone users aged between 18 and 64 years old across Australia. The dataset was weighted and projected according to Australia’s population.*

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