



Smartphone rated as the number one companion

Australia's award-winning telco ALDImobile, releases new survey findings to celebrate the mobile phone's 44th anniversary*

A new survey released by ALDImobile today has revealed that almost nine in 10 Australians say their smartphone is their number one companion.

To mark the mobile phone's 44th anniversary, ALDImobile has commissioned a nationally representative survey in partnership with Galaxy** to identify how the smartphone has impacted our lives. The results revealed that if forced to go without for a day, Aussies (24%) would miss their device more than their pet (9%), parents (7%) or best friend (3%).

It appears Australians' love for their smartphones is not age dependent, with Millennials (91%) and Baby Boomers (78%) the most attached of all age groups. The main reason why Australians feel so close to their smartphone is that it keeps them connected to family and friends (58%), but the younger generation also likes that it provides internet access (56%), entertainment (53%) and news (30%).

Australian Relationship Expert and Psychologist, Jacqui Manning, shares her thoughts on why smartphone users feel such a strong emotional connection towards their handsets:

"In today's modern world, the smartphone plays an important role in supporting us through everyday life, so much so that those who use one have named it as their number one companion. We are all inbuilt with a primal instinct to be part of a tribe and through its various capabilities and features, our smartphone supports us with staying connected and is there to document so many important milestones in our lives.

"At the touch of a button, our smartphone enables us to access and offload any information we need, which provides comfort. However like any good relationship, smartphones should be both cherished and given breathing space, to ensure a healthy balance," said Manning.

When looking for details such as a recommendations on a place to eat, almost three quarters of smartphone users say they'd reach for their phone, either to search the internet (65%) or to contact or message a friend or family member (9%). Very few would wait until they saw family members (8%) or friends (8%) to ask their advice.

It is clear that smartphones have transformed the way consumers source their information with results revealing Millennials (83%) are more likely than Gen X (75%) and Baby Boomers (58%) to rely on their handsets for this particular purpose.

Two thirds of smartphone users admit they look at their devices just to seem busy, with 31% saying they do this most days. South Australians are the most likely culprits of the habit compared to those in other states.

An ALDI Australia spokesperson said: "Given smartphones are such an essential part of our everyday lives, it is important Australians are choosing the best value plan, to suit their needs. ALDImobile's 4G service is among the most competitive in the country, offering fair and transparent pricing, combined with reliable coverage."

For further information, product samples or photo opportunities, please contact:

ALDI Media

| Creation PR

| 02 9994 4437

| ALDI@creation.io



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All ALDImobile plans offer customers an affordable range of various 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 brilliant coverage as well as the flexibility to add additional value including PAYG credit for inclusions such as international calling and roaming. Switching to ALDImobile is easy with the option to keep your existing mobile number.

For more information, visit www.ALDImobile.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 Smartphone study was conducted online between Friday 17 March and Monday 20 March. Interviews were conducted among a national representative sample of 1,029 Smartphone users aged 18 years and older across Australia (n=1,000).

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