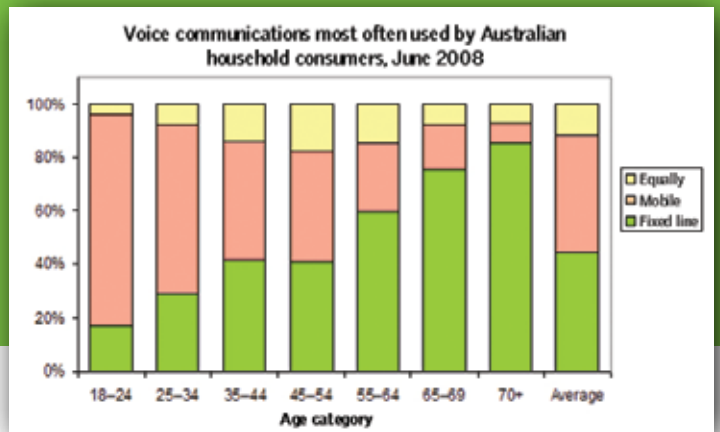


The level of mobile service take-up of the younger adult demographic is among the highest in the country, at 95 per cent of 25 to 35-year-olds.



Young Australians leave the home phone behind

ACMA's latest research report on Australians' changing attitudes toward communications services, *Australian Household Consumers' Take-up and Use of Voice Communications Services*, has found that young Australians are leading Australia's shift away from fixed-line communications.

The research reveals a strong relationship between age and consumer attitudes to communication technology. It indicates that while 90 per cent of Australians use both mobile and fixed-line phones to stay in touch, many people aged 18 to 24 are abandoning the traditional phone in favour of more flexible technology.

Younger adults are increasingly choosing not to connect a fixed-line phone when moving out of their parental home. 'The level of mobile service take-up in this demographic is among the highest in the country, at 95 per cent of 25 to 35-year-olds,' ACMA Chairman Chris Chapman said.

The importance of age in influencing attitudes to the fixed-line and mobile phone is shown in the graph above. Among people with both a fixed-line and a mobile phone, those aged 18 to 34 clearly used the mobile phone more often while those aged over 54 showed a greater preference for the fixed-line.

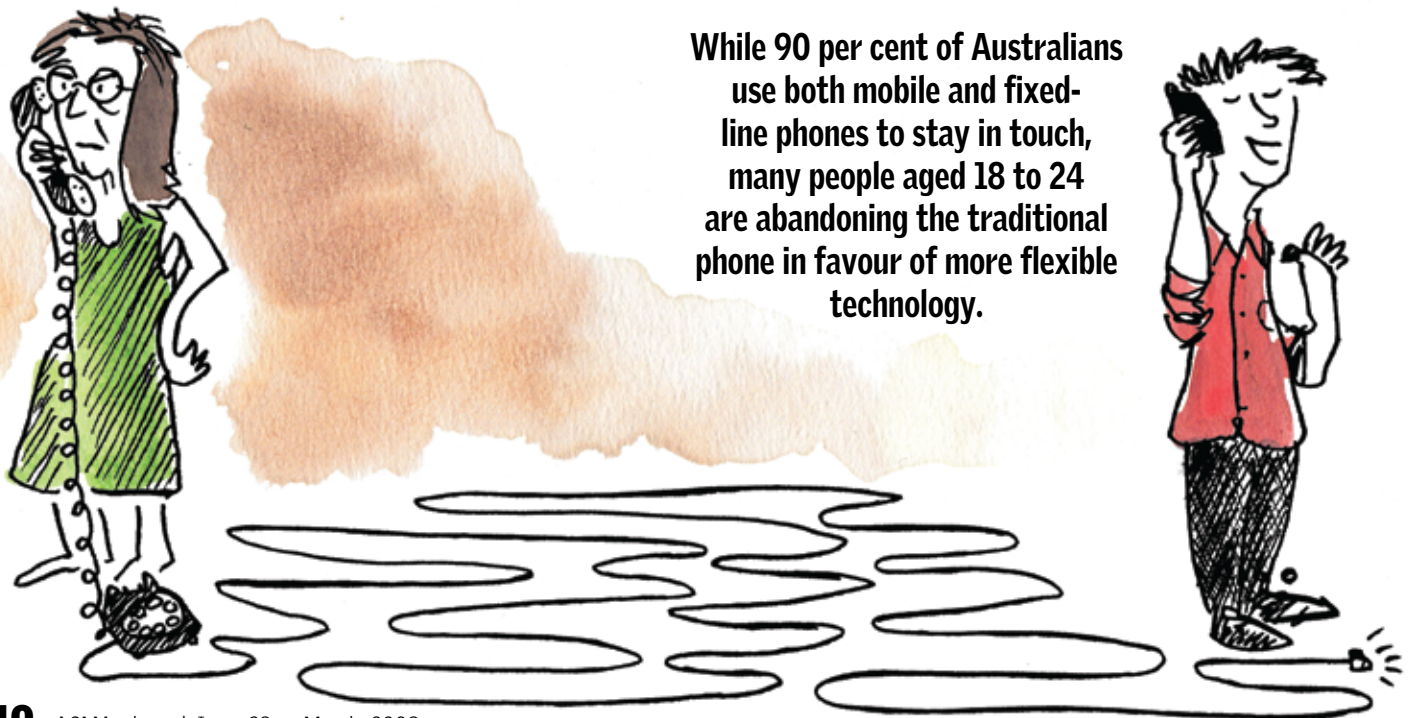
- Other key findings from the report include:
- Young adults in share households have the lowest level of fixed-line connections, at around 60 per cent.
 - Just over half of the Australian population over 69 currently use a mobile phone, while almost all (95 per cent) have an active fixed-line phone service.

- While 62 per cent of people are aware of voice over internet protocol (VoIP), only 12 per cent have taken it up.

Despite the shift among young adults from using fixed-line telephones to mobile phones only, the report found that many Australian householders are still reluctant to give up their fixed-line telephone service completely. The survey results suggest that reasons for this relate to communications habits developed over a lifetime and a continuing reliance on fixed-line connection for internet access.

'The report's findings underscore the ongoing importance of the traditional phone service to the lives of older Australians, even with the high rate of mobile phone use', Mr Chapman said.

Australian Household Consumers' Take-up and Use of Voice Communications Services is available on the ACMA website at www.acma.gov.au (go to Publications & research > Research).



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