

## MEDIA ALERT

16 April, 2019

### School's out: Aussie kids' phone bills set to surge

*amaysim reveals the mobile phone habits parents can expect these school holidays*

New research conducted by amaysim in conjunction with PureProfile of over 1,000 Australian parents with children aged 12-18 reveals the following regarding mobile phone use:

- The vast majority (72%) of Aussie parents expect their child's mobile usage will increase by up to five hours per day during the holidays<sup>1</sup>
- The top three mobile uses for Aussie teens include calling or texting friends and family (1), educational purposes (2) and streaming music (3). General internet surfing (4), social media (5), watching YouTube videos (6) and gaming (7) round out the list.
- Mobile phones are coming at a clear cost with 55% of parents spending more than \$21 monthly on their child's mobile bill.
- More than a quarter of parents recognise the important role mobile phones play keeping teenagers connected with family and friends, 29% state it's essential for their child to use a mobile during the holiday, whilst 33% say it's necessary during term time.
- Shockingly, 1 in 10 is expecting their child's mobile time to skyrocket by more than five hours during the Easter break, with just 16% believing their child will spend less time using their mobile these holidays.

Parents are increasingly seeing mobile phones as a necessity for their teenage children. But when it comes to finding the right plan, they are confronted with questions – pre-paid vs post-paid, contract or no contract, big data inclusions or not?

amaysim's \$10 Unlimited 1GB mobile plan comes with unlimited talk and text so it's ideal for ensuring kids can stay in touch with their parents at all times and helps ensure you're not hit with an unexpected high bill. With 1GB of data, teens can still stream, surf and scroll even when they don't have access to a Wi-Fi connection.

What's more, amaysim's amazingly simple mobile products feature great flexibility and control for parents with no lock-in contracts, so you can switch between plans at no extra cost. This is handy when anticipating things like school holidays and needing to adjust to your child's actual data usage.

**Top tips for parents to save money on mobile phone plans:**

1. Look for a prepaid mobile plan with a scalable, hard limit of what can be spent each month and unlimited talk and text, so there is no risk of cost blow-outs and bill shock
2. Avoid choosing a plan with lock-in contracts and large data inclusions that your child won't use (only pay for what you need)
3. A new phone is a serious investment, so hand-me-down mobile phones are a great option for teenagers and families who are budget-conscious
4. Prevent excess data usage by setting up data alerts and limits within your child's data settings, or choose from a range of third-party apps like My Data Manager
5. Ensure they are logging onto Wi-Fi whenever they are at home or school to avoid using unnecessary data each month

For more information on amaysim's monthly mobile plans, visit: [amaysim.com.au/plans/mobile-plans](https://amaysim.com.au/plans/mobile-plans).

**notes:**

<sup>1</sup> Pure Profile survey of 1,000 nationally representative Australian parents with children using mobile phones, aged 12-18, April 2019

**About amaysim**

amaysim exists to make the lives of its customers amazingly simple, and is removing the unnecessary hassle from everyday life by simplifying mobile and energy services. Australia's fourth largest mobile service provider and a proven market disruptor, amaysim launched in late 2010 and now has more than 1.1 million subscribers.

In 2019, amaysim is bringing the best of its ground-breaking approach to mobile into the energy sector to help drive a fundamental shift in the industry towards simplicity, transparency and flexibility. amaysim is a technology-driven company, and offers customers smart tools, DIY account management and award winning, online-first customer support. All of amaysim's products also feature no lock-in contracts, transparent pricing, and are built to deliver a great customer experience and convenience. For more info about amaysim visit [amaysim.com.au](https://amaysim.com.au).