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Monday, 19 May 2014

## Men just say it, while women spell it out

**The average male mobile user makes almost 60% more phone calls in a week than the average woman—but she'll send 10 more text messages, the latest research from Roy Morgan shows.**

Mobile phone users in Australia made an average of 27 calls and sent 43 text messages per week in 2013, but across all age groups, men out-call women and women out-text men.

The average man makes 12 more mobile calls a week than the average woman (33 to her 21) while she sends 48 texts to his 38.

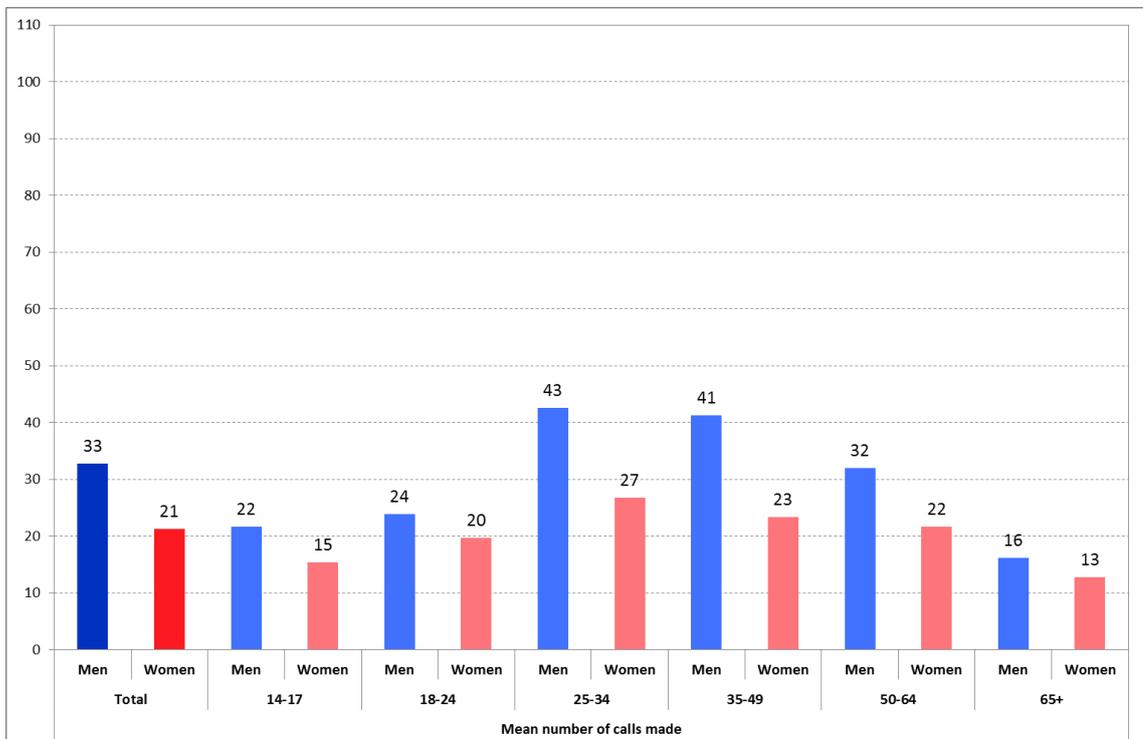
The biggest gap in mean phone call numbers is among mobile users aged 35-49, where men make 18 more than women per week.

Meanwhile the average female aged 14-17 sends 91 texts in a week (an average of 13 a day)—nearly twice as many as a male her age.

Texting is highest among 18-24 year-old women, who average 105 messages a week, or 15 a day. Women out-text men in all other age groups too, although the difference is narrower.

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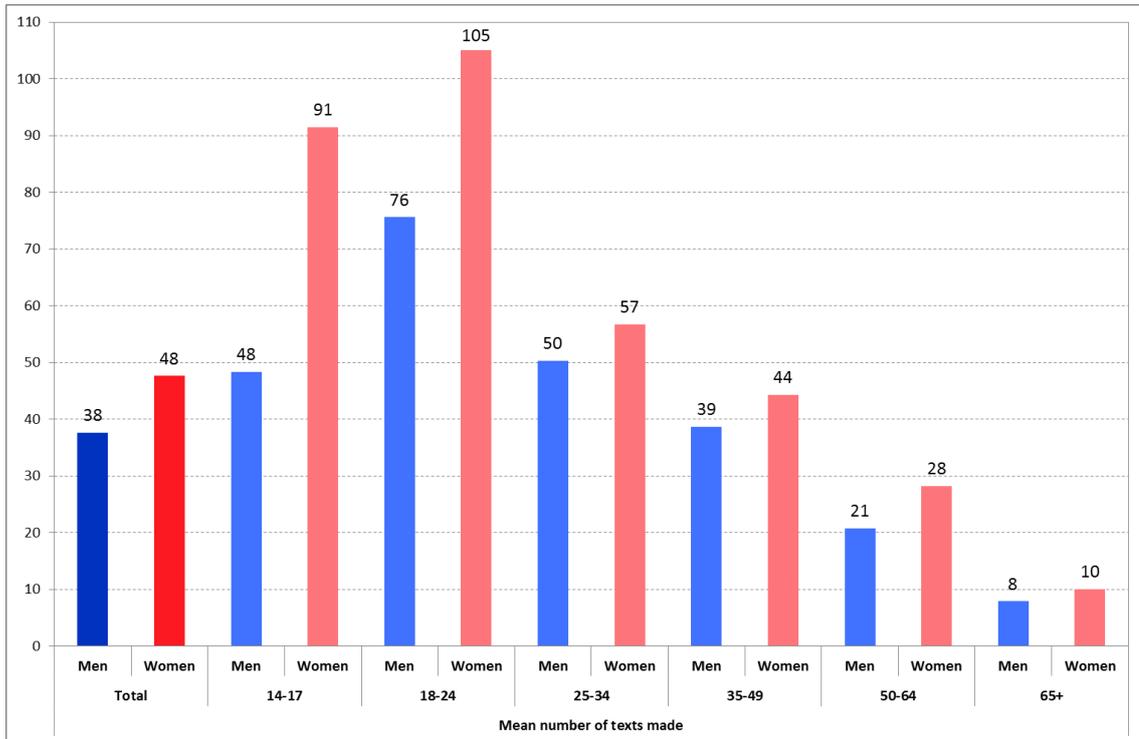
**Mean number of calls made by male and female mobile users**



**Source:** Roy Morgan Single Source (Australia), January – December 2013 n = 23,335 Australians 14+ who own or use a mobile phone

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Mean number of texts sent by male and female mobile users



Source: Roy Morgan Single Source (Australia), January – December 2013 n = 23,335 Australians 14+ who own or use a mobile phone

**Tim Martin, General Manager – Media, Roy Morgan Research, says:**

*“Male and female mobile users are fairly equal with regard to their usage of mobiles for calling and texting overall, with men making a combined 71 calls or texts compared with 69 for women.*

*“But while texting is the more common communication method for both sexes, women of all ages display a much stronger preference for just sending a message.*

*“Around 70% of women’s total mobile communications are by text (48 of the 69 total), compared with 54% of men’s (38 of 71).*

*“Men aged 35-49, 50-64 and 65+ are all more likely to make a call than text; among women, only those over 65 are more inclined to ring than just send a message.*

*“Roy Morgan Research’s Single Source data is the preferred multimedia audience measurement currency used by the majority of Australian media strategy, planning and buying agencies, telecommunications, financial services and automotive brands.”*

**For comments or more information please 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.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

**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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