

Friday, 29 March 2019

Myki transport app gives Android phones advantage over Apple

Victoria's 3.4 million plus public transport users (64% of Victorians aged 14+) are now able to pay their public transport fare via a newly developed Myki app released this week. However, the app is only available via phones operating with Google's Android operating system and is yet to be made available on the more widespread Apple iPhones.

Over 2.9 million Melburnians use public transport including buses, trains and trams in an average three months equivalent to over 71% of residents of Victoria's capital.

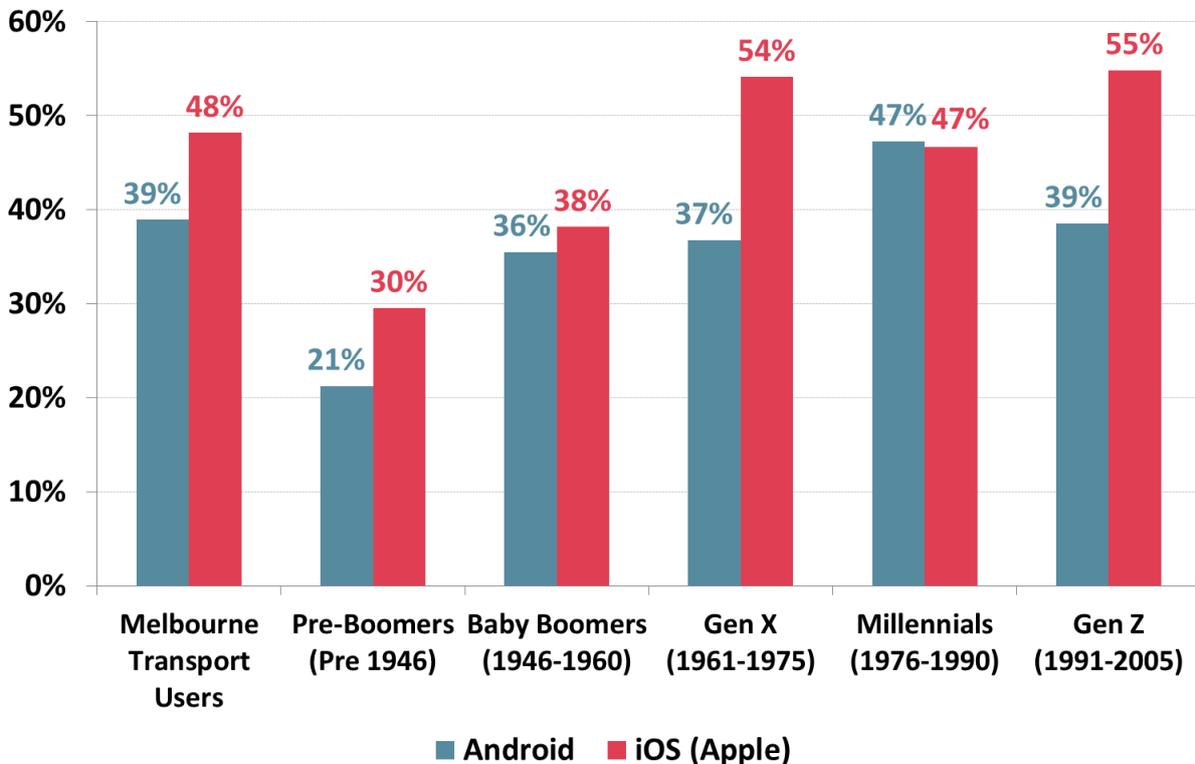
Nearly two-fifths of Melbourne's public transport users (39%) use an Android operating system on their main mobile phone while nearly half, 48%, use an Apple iPhone while the remaining 13% either can't say or use a lesser used mobile phone operating system such as a Windows phone.

Analysing which mobile phone operating systems are used by Melbourne transport users shows it is Millennials born between 1976-1990 who will derive the greatest benefit from the new app. Now 47% of Melbourne transport users in the Millennial generation use phones with an Android operating system – the highest for any generation.

In contrast it is Melbourne transport users in the Pre-Boomers generation born before 1946 who are least likely to use the Android operating system on their mobile phones. Only 21% of Melbourne transport users in the Pre-Boomer generation use phones with an Android operating system.

Google's Android operating system is used on almost all mobile phone handsets apart from the Apple iPhone including Samsung, HTC, Huawei, Nokia, Oppo, Sony, Motorola and LG mobile phones.

Melbourne transport users: Mobile phone operating system by Generations



Source: Roy Morgan Single Source: January – December 2018. **Base:** Melburnians 14+ who have used public transport including buses, trams and trains in an average three months, n=1,484.

Michele Levine, Chief Executive Officer, Roy Morgan says the introduction of a new app for Android phones allows Melbourne’s public transport users to settle their fare without the hassle of buying a Myki card:

“Victorian public transport users are now able to download an app onto an Android phone and pay for their public transport fare with the ‘swish’ of their phone over the Myki reader. The new app is available to the over 1.9 million Victorians (and other Australian and overseas travellers visiting Victoria) who use mobile phones with Google’s Android operating system.

“Analysing Melbourne’s nearly 3 million public transport users who use the city’s buses, trains or trams in an average three months shows over 1.1 million (39%) use an Android phone as their main mobile phone.

“The new app gives a competitive advantage to Android phones such as the highly regarded Google phone (winner of several [Roy Morgan monthly Customer Satisfaction Awards including the most recent month of January 2019](#)) and the fast growing [Oppo and Huawei phones](#).

“The Myki payment app is not yet available for the over 1.4 million public transport users in Melbourne (48%) who use an Apple iPhone although the Victorian Government has announced its intention to develop the app for iPhone users.”

For comments or more information about Roy Morgan’s telecommunications and mobile phone handset satisfaction data, please contact:

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About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 70 years’ experience in collecting objective, independent information on consumers.

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%
10,000	±1.0	±0.9	±0.6	±0.4
50,000	±0.4	±0.4	±0.3	±0.2