

New Zealand

SMARTPHONE MARKET

August, 2012

Horizon Monitor Service

*Research on ownership, buying intentions,
and the use and enjoyment of applications*



Smartphone market: Monitor 1, 2012.

This Horizon Research study reviews the New Zealand smartphone market.

It profiles smartphone ownership, purchasing intentions and the use of smartphone applications, and the degree to which applications are enjoyed by their users.

This intelligence will have particular value for those in telecommunications and those in other sectors who need to know how smartphones are and will be penetrating their markets, and those developing applications for smartphone users.

Extra in-depth information online accompanies this report:

Horizon provides fast, affordable and compelling intelligence on the views, behaviour and behavioural intentions of adult New Zealanders. Our proprietary HorizonPoll online panel is recruited by e-mailed invitation to match the adult population at the last census. Surveys are conducted of pre-weighted samples. Respondent samples can be weighted by up to six factors simultaneously to ensure samples are representative sample and results are highly robust.

We have developed significant databases based on a large number surveys conducted through our panels. This allows further in-depth results on up to 21 demographic and other criteria to be generated within seconds. This includes media consumption, main banks used, property buying and selling and mortgage shopping intentions, household financial position and outlook, party voting intentions.

This report is accompanied by direct online access to Horizon's unique online results analysis and reporting system.

Horizon's principals have specialised in developing marketing leading online research services since 2005. Horizon also provides *Horizon 360*, a client customer research and database management service, and the *Horizon Research Maori Panel* representing the adult Maori population nationwide, filters delivering results by 75 iwi.

Survey sample:

Material for this report has been drawn from a nationwide survey of 3,022 New Zealanders aged 18+, conducting using the HorizonPoll panel between July 5 and 31, 2012.

Results are weighted by age, gender, personal income, ethnicity, highest education and party vote 2011. At a 95% confidence level, the maximum margin of error is +/- 1.8%.

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