

# The Mobile Nation:



How youngpreneurs are transforming small business

Intuit Australian Small Business Mobile Study of 501 small businesses



Average time saving **7.5 hours a week** = **9 working weeks** a year

**8%** average revenue increase | **63%** saved time | **47%** increased business efficiency | **52%** respond faster to customers

**85%** complete business-related tasks on a mobile device.  
Most common business tasks on mobile devices:

**68%** email | **61%** internet searches  
**44%** view account balance | **35%** look up customer info

**80%** 

say they need anywhere, anytime access to company data

Only **26%** 

believe they are using their mobile device to its fullest advantage

**48%** expect to be doing more business tasks on their mobile device in the next year

Tasks likely to have biggest increase in uptake:

Accepting payments  from **13% to 31%** | Invoicing  from **12% to 26%** | Web & video conferencing  from **15% to 30%**

 **Youngpreneurs - Gen Y (18 to 34 year-olds)**

**11.6%** average increase in revenue from mobile devices | **1 in 10** are saving more than 20 hours a week from mobile use | **42%** say they are using mobile to its fullest potential

Plus they are twice as likely to use a mobile device for tracking time and expenses, project management and preparing quotes or proposals than Gen X and Boomers.

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