East or west, phone is best
Global Mobile Consumer Survey
Belgium 2016

The Belgian device landscape

- 78% owns a laptop
- 74% owns a smartphone
- 78% of smartphones are purchased in physical stores
- 1/4 of smartphones are bought online
- 22% of smartphones are sold second hand
- 1/3 of smartphones are bought online
- 78% of smartphones are purchased in physical stores
- 1/3 from an operator
- 1/3 from a consumer electronics retailer

A day in the life of…

Bart
57 years old
early adaptor

When having breakfast, Bart reads the news on his laptop.

Lisa
19 years old
daughter of Bart

Lisa checks her smartphone within the first 15 min of waking up to catch up with all text messages or updates in her Facebook news feed.

Laptop vs smartphone preference

- 60% make online purchase
- 60% online search
- 44% reading news
- 2% online purchase

As a hobby photographer, Bart takes pictures during his daily lunch in the park.

Lisa ran out of mobile data and goes to the shop to reload her prepaid SIM.

Most people prefer to connect to the internet via WiFi: 70% use their laptop while 2/3 prefer to connect to the internet via WiFi.

Prepaid packages still have a significant penetration: 1/3 of young people have a prepaid subscription. For smartphones purchased in physical stores, 1/3 is from a consumer electronics retailer and 1/3 is from an operator.

IoT devices penetration remains low even among “early adopters”:

- 1/5 perform financial activities online
- 45% use their smartphone while watching TV
- 55% prefer financial activities online
- 16% text message

Text message remains the number one communication method for young people:

- 70% check their smartphone within the hour of waking up
- 44% check their smartphone within the hour of waking up

While more than half of the smartphone owners take pictures at least once a week, only 1/4 of them share them via social media, IM apps or upload them to the cloud.

Prepaid packages still have a significant penetration:

- 2% have a prepaid subscription
- 55% perform financial activities online

When having breakfast, Bart reads the news on his laptop.

Lisa checks her smartphone within the first 15 min of waking up to catch up with all text messages or updates in her Facebook news feed.

As a hobby photographer, Bart takes pictures during his daily lunch in the park.

Lisa ran out of mobile data and goes to the shop to reload her prepaid SIM.

Bart comes home after a long day at work, and settles in the seat to watch the news on the mobile. As it’s time to have a balanced and pay some monthly utility bills.

After family dinner, Lisa likes to practice one of her favorite hobbies: Shopping! She connects to the Wi-Fi to browse her favorite shopping websites.

Introductory statistics:

- 1/3 have a prepaid subscription
- 2% have a prepaid subscription
- 70% check their smartphone within the hour of waking up
- 44% check their smartphone within the hour of waking up

Table: A day in the life of Bart and Lisa

<table>
<thead>
<tr>
<th>Bart</th>
<th>Lisa</th>
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<tbody>
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</table>

Table: Laptop vs smartphone preference

<table>
<thead>
<tr>
<th>Activity</th>
<th>Laptop</th>
<th>Smartphone</th>
</tr>
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<tbody>
<tr>
<td>Make online purchase</td>
<td>60%</td>
<td>2%</td>
</tr>
<tr>
<td>Online search</td>
<td>60%</td>
<td>8%</td>
</tr>
<tr>
<td>Reading news</td>
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</tr>
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Deloitte.