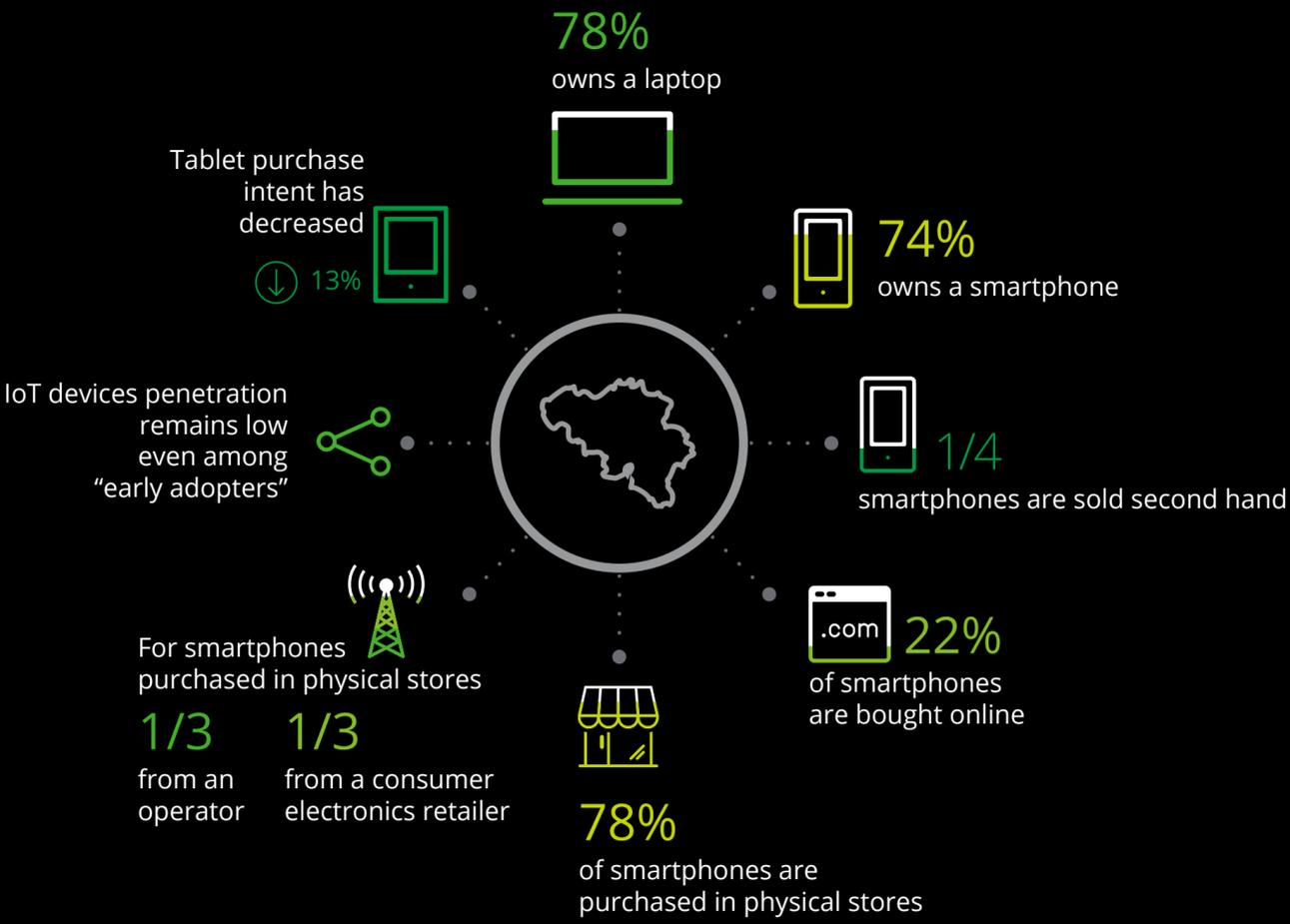


East or west, phone is best

Global Mobile Consumer Survey

Belgium 2016

The Belgian device landscape



A day in the life of...



Bart
57 years old
early adaptor



Lisa
daughter of Bart
19 years old

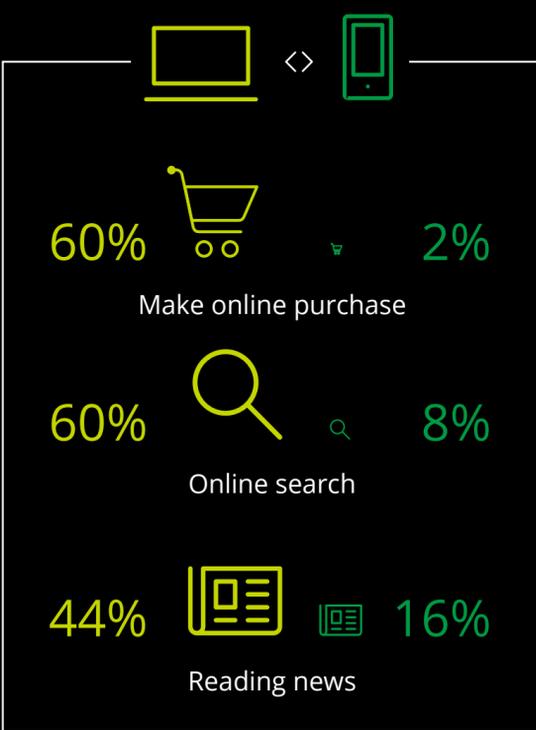
When having breakfast, Bart reads the news **on his laptop**



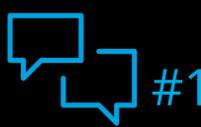
morning
7:00

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



70% check their smartphone **within the hour of waking up**



Text message remains the number one communication method for young people

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



noon
12:00

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



>50%



1/4

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



1/3 of young people have a prepaid subscription

Prepaid packages still have a significant penetration

Bart comes home after a long day at work and settles in the sofa to watch the news. In the meantime, he checks his bank balance and pays some monthly utility bills



evening
19:00

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



1/5 55+ perform **financial activities** online



2/3 prefer to connect to the internet via **wifi**



45% use their smartphone **while watching TV**



1/3 go through shopping websites at least once a month but only **4% use their phone to pay for the product**