

The changing face of the Irish consumer



2% of Irish mobile users will look to buy the latest device when it's out



55% of consumers still buy their phone in store

56% of respondents said they would change their phone on the basis of poor battery life

SAMSUNG



The top brand of phones across respondents with **32%** of the market each



38% of consumers will look to upgrade their mobile phone within the next 12 months against a European average of 38%

84% of consumers said they would be happy to recommend their existing phone to a friend



90% of Irish adults have a smart phone

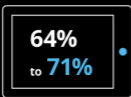


80% of consumers are largely happy with their choice of network



44% of people check their phone during the night

The number of people with access to a tablet has increased from



Irish adults look at their mobile phone **57** times a day versus a European average of 41 times



16% of Irish people admit to looking at their phone more than 100 times a day against a European average of 8%



45% of consumers now have a smart television

45% of respondents use their phone for banking purposes



8% of consumers said they would change their phone because a newer version had been released



89% of consumers check their e-mail on their smart phones



33% of users have used biometrics to access their phones or approve mobile transactions

Social messaging on mobile devices is continuing to grow as a means of communicating

