

Global Mobile Consumer Survey – The Irish Cut



93% of Irish consumers own or have access to a smartphone



97% of people have access to some form of mobile phone (smartphone/phone).

The number of +65 year olds with access to an e-reader has increased from 30% to 45%

Access to tablets among the

65+

market has grown from

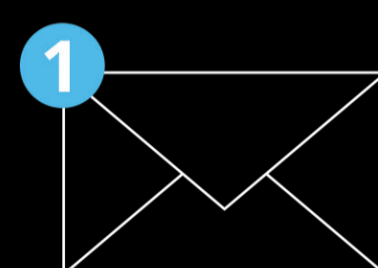
57% to 70% in 2017 in 2018



33% of Irish consumers use their smartphone to monitor their fitness levels



82% of consumers have access to a connected device



68% of Irish consumers use their phones to check their personal email at least once a day

81% of Irish people consider the quality and coverage of their mobile network's data coverage to be very important



76% of Irish 18-24 year olds have a "pay as you go" contract

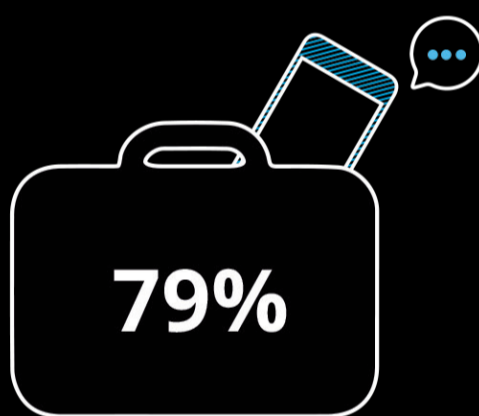


56%

of Irish smartphone users think they use their phones too much against 39% in the UK



Irish smartphone users look at their phones 55 times a day on average



79%

of Irish people use their smartphones for work related business activities



13% of Irish people admit to checking their phones over 100 times a day



73%

of people have used mobile/online banking on their phones (5% increase on last year)



68%

of 18-24 year olds watch live videos or stories on social media on a daily basis

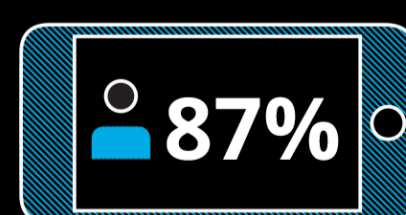


39%

of Irish people regularly use fingerprint recognition to unlock their device and authorise transactions

27%

of people stream a film or TV series at least once a week



87% of consumers are concerned about how online companies share their personal data with third parties