Mobile Consumer Survey 2018: The Irish Cut

The statistics behind the Irish mobile consumer

- 93% of Irish consumers own or have access to a smartphone.
- 97% of people have access to some form of mobile phone (smartphone or phone).
- The number of 65+ year olds with access to an e-reader has increased from 30% to 45%.
- 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.
- 76% of parents aged 18-24 year olds have a "pay as you go" contract.
- 55 times a day on average smartphone users keep their phones.
- 79% of Irish people use their smartphones for work-related business activities.
- 73% of people have used mobile or online banking on their phones (an increase on last year).
- 39% of Irish people regularly use fingerprint recognition to unlock their device and authorise transactions.
- 30% of consumers 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.

Access to services among the

- 65+ market has grown from 57% to 70% in 2017 to 2018.
- 81% of Irish consumers consider the quality and coverage of their mobile network to be very important.
- 56% of Irish smartphone users think they use their phones too much (compared to 39% in the UK).
- 11-14 year olds watch live videos or stories on social media on a daily basis.
- 13% of people use their phones over 100 times a day.

Deloitte.