

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/phone).

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

Access to tablets among the

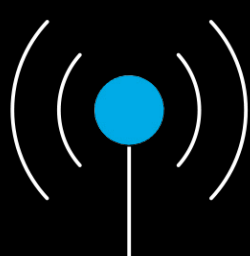
65+

market has grown from

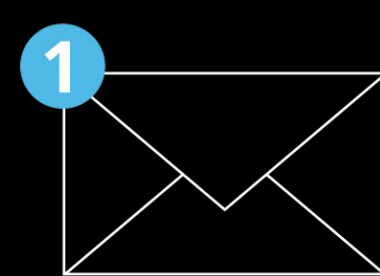
57% to 70%
in 2017 in 2018



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



82%
of consumers have access to a connected device



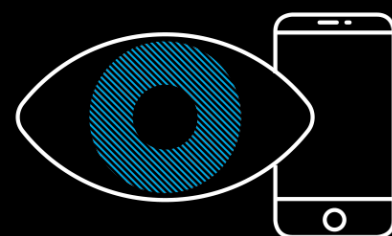
68%
of Irish consumers use their phones to check their personal email at least once a day

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

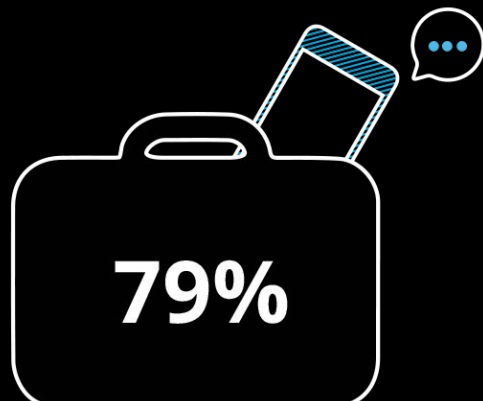


Irish smartphone users look at their phones **55** times a day on average



56%

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



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

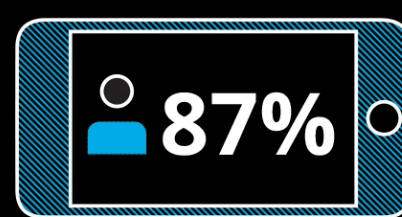


39%

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