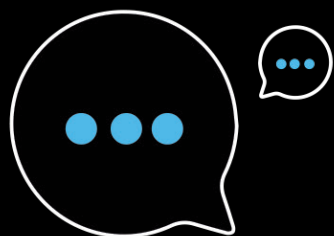


Mobile Consumer Survey 2018: The Irish Cut

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



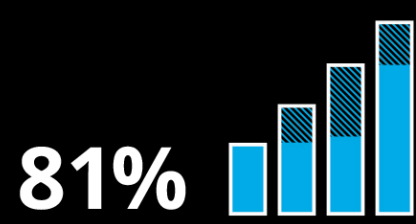
65+
market has
grown from
57% to 70%
in 2017 in 2018



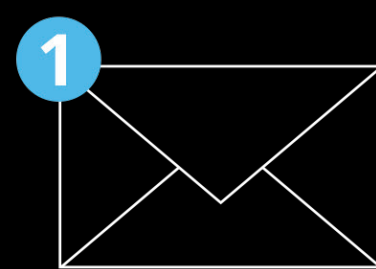
33%
of Irish
consumers
use their
smartphone to
monitor their
fitness levels



82%
of consumers
have access to a
connected device



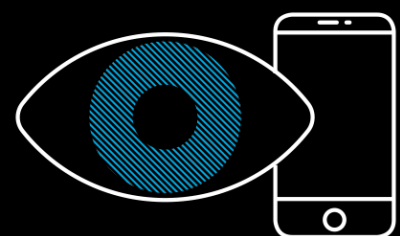
81%
of Irish people consider the
quality and coverage of
their mobile network's
data coverage to be very
important



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



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

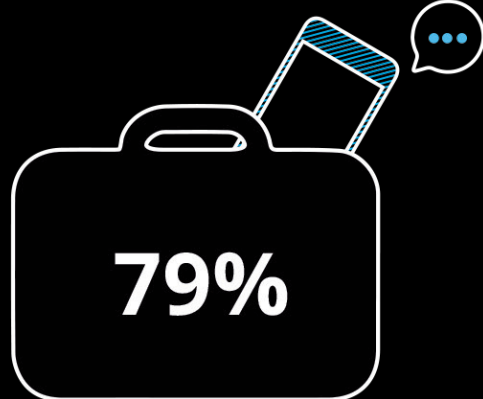
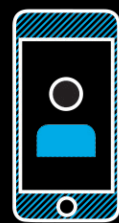


Irish smartphone users
look at their phones
55 times
a day on average



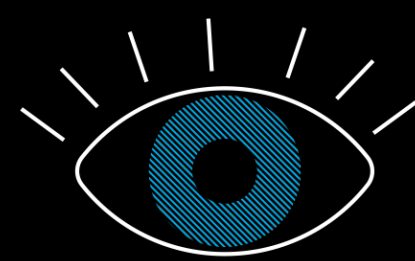
56%

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

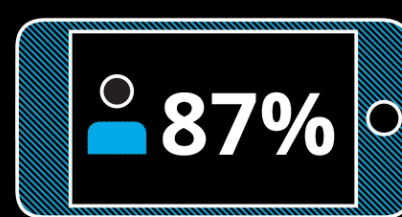


39%

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