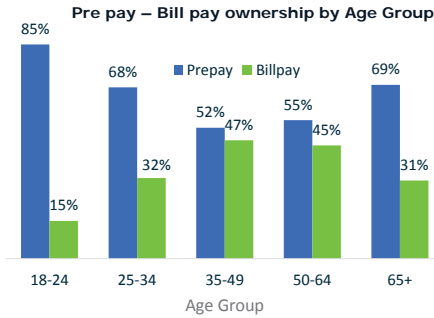


Ownership of Mobile Services

Most people are on a pre-pay plan.

48% billpay
52% prepay

Compared with 46% and 54% in 2017, respectively



Monthly Spend by Age Group:

Age Group	BillPay- €	PrePay- €
65+	€41.69	€18.86
50-64	€37.59	€21.05
35-49	€44.18	€20.88
25-34	€48.80	€21.42
18-24	€33.77	€21.79

Average Monthly Spend:

€42.31
Bill pay

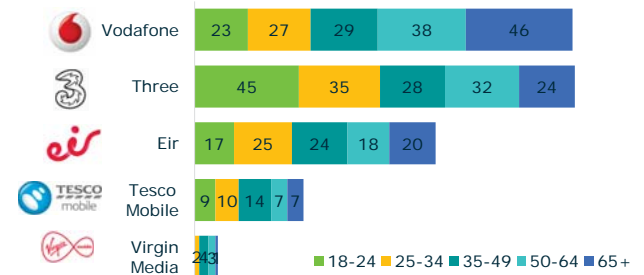
€20.79
Pre pay

This is an increase from 2017, when the average spend on prepay was of €20.58 and on bill pay of €40.28



Network Operator Choices

Age Demographics of current mobile phone network provider



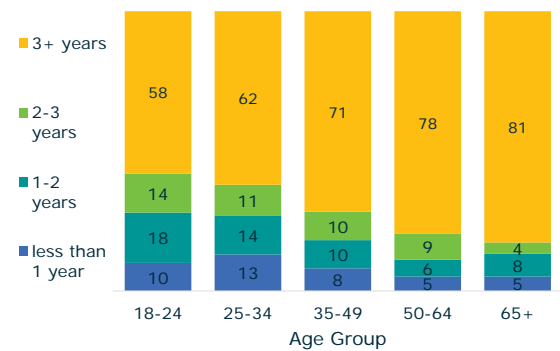
Top reasons for choosing your mobile operator:

- ✓ Friends & family
- ✓ Good reputation
- ✓ Price
- ✓ Coverage
- ✓ Trusted brand



71%
Have been with their network for 3+ years

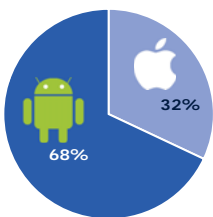
Length of Time with Network Provider



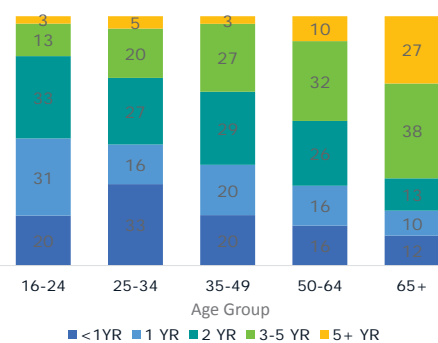
Handset Ownership

84% of people own a smartphone
47% of people aged 65+ own a smartphone

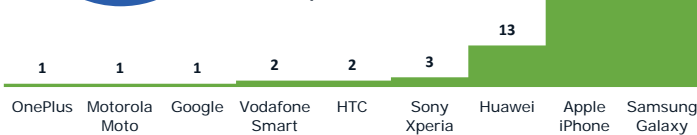
Operating Systems



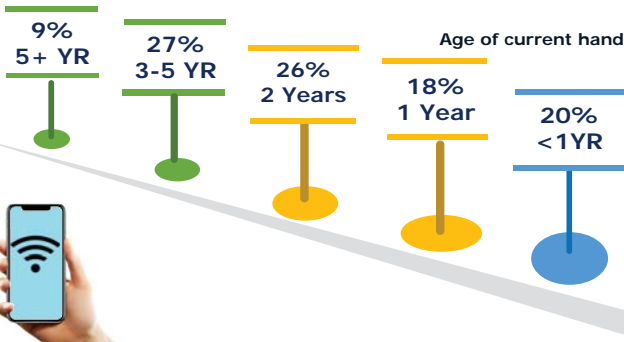
Age of current handset by Age



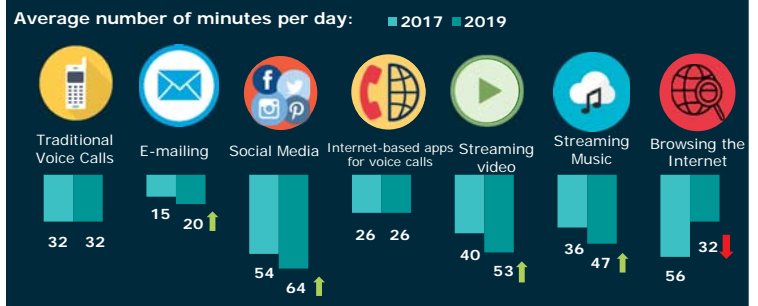
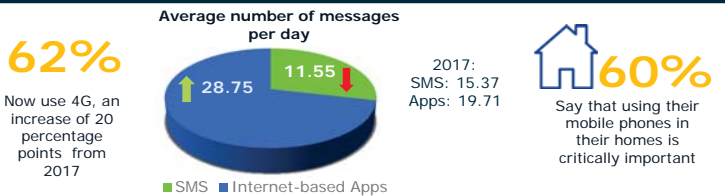
Top Handset Brands



Age of current handset:



Use of Mobile Phone Services



Frequency of use by location:

