



The Guide to...Mobile (January 2010)

- *95% of All Ireland adults have a mobile phone, compared to 91% in Britain. Three-hundred thousand All Ireland adults have two or more mobiles.*
- *27% of mobile users have a monthly contract, up from 24% in 2008. 72% use pay-as-you-go, down slightly from 74%.*
- *Nokia remains the most popular phone brand, used by 60% of mobile owners. The next most popular brands are Sony Ericsson (14%) and Samsung (13%). 200,000 (4%) have core Smartphone capability (internet, email and word processing / spreadsheets).*
- *The biggest networks are O2 with 40% of mobile users and Vodafone with 35%. Meteor has strong penetration in the Republic of Ireland with 19% of mobile users.*
- *The average monthly mobile bill is €32 (£28). For contract customers the average bill is €54 (£48) and for pay-as-you-go customers it is €24 (£21).*
- *Three-quarters of mobile users bought their phone in a shop and 6% bought online - up from 4% in 2007. Almost 60% shopped at dedicated phone shops in the past year but 6% used a supermarket for phones or accessories.*
- *The proportion of mobile users with internet access on their handset fell from 39% in 2008 to 33% last year as consumers reined in spending. Similar falls were seen across all age groups except 65+ and reflected an overall decline in Britain from 46% to 40%.*
- *Last year almost 30% of mobile users downloaded content to their handset. The most popular downloads were ringtones (14%), pictures (10%) and games (8%).*
- *46% of mobile users receive mobile ads and 10% have responded. Those who respond are more likely to be women aged 25-34.*
- *The most important factors for mobile users when choosing a network are coverage - 30% say it's the most important factor - and cost of contract (20%).*

Source: All Ireland TGI 2009. Base: Adults 15+.