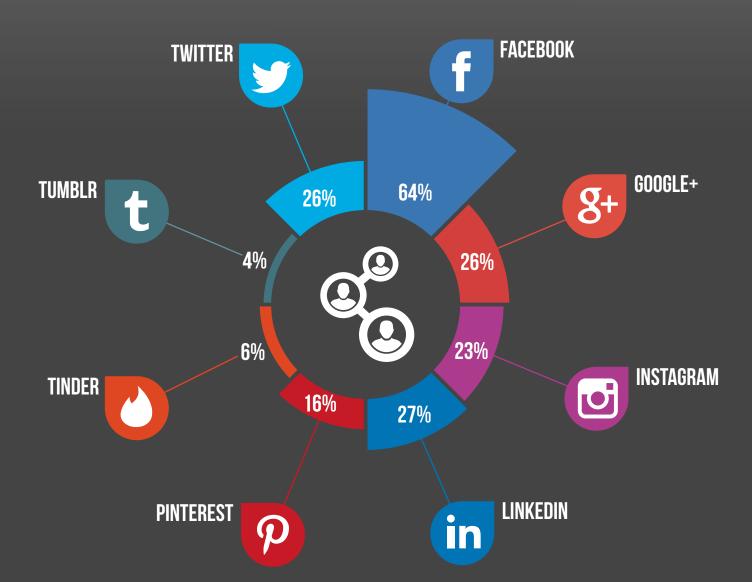




## **SOCIAL NETWORKING TRACKER - JULY 2016**

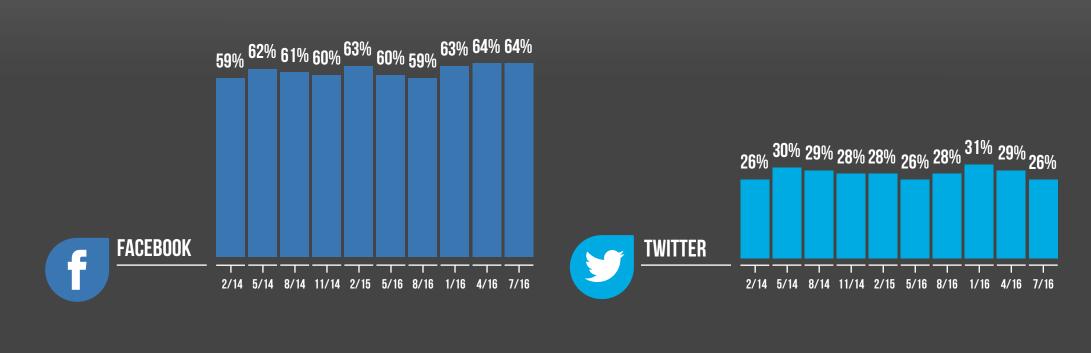
## **ACCOUNT OWNERSHIP**

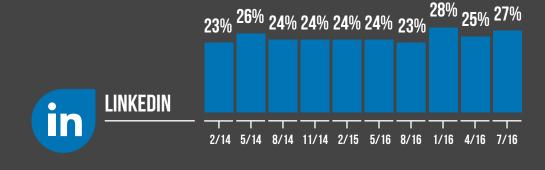
% SOCIAL NETWORKING ACCOUNT OWNERS IN IRELAND - JULY 2016

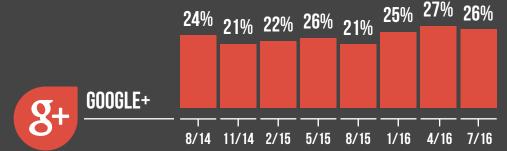


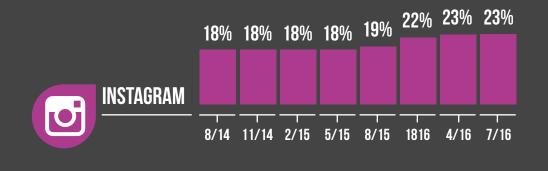
## TREND DATA

% SOCIAL NETWORKING ACCOUNT OWNERS IN IRELAND - FEBRUARY 2014-JULY 2016







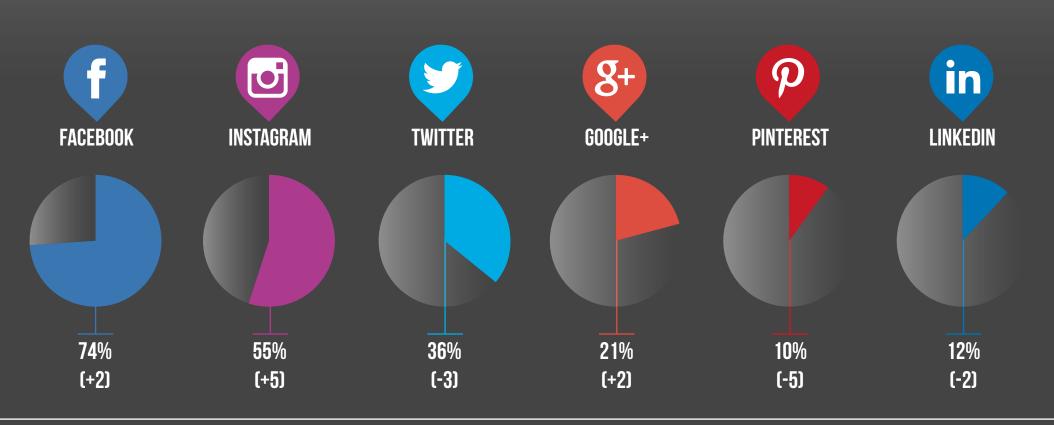




## **DAILY USAGE**

OF THOSE WHO HAVE AN ACCOUNT WITH THE SOCIAL NETWORKING PLATFORMS BELOW, % THAT USE IT DAILY

| For further information on Social Networking/Messaging trackers please contact:



Powered by: Ipsos MRBI Omnipoll

Omnipoll is a telephone omnibus survey which interviews a fresh sample of 1,000 adults aged 15+ every two weeks.

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Belinda Norton