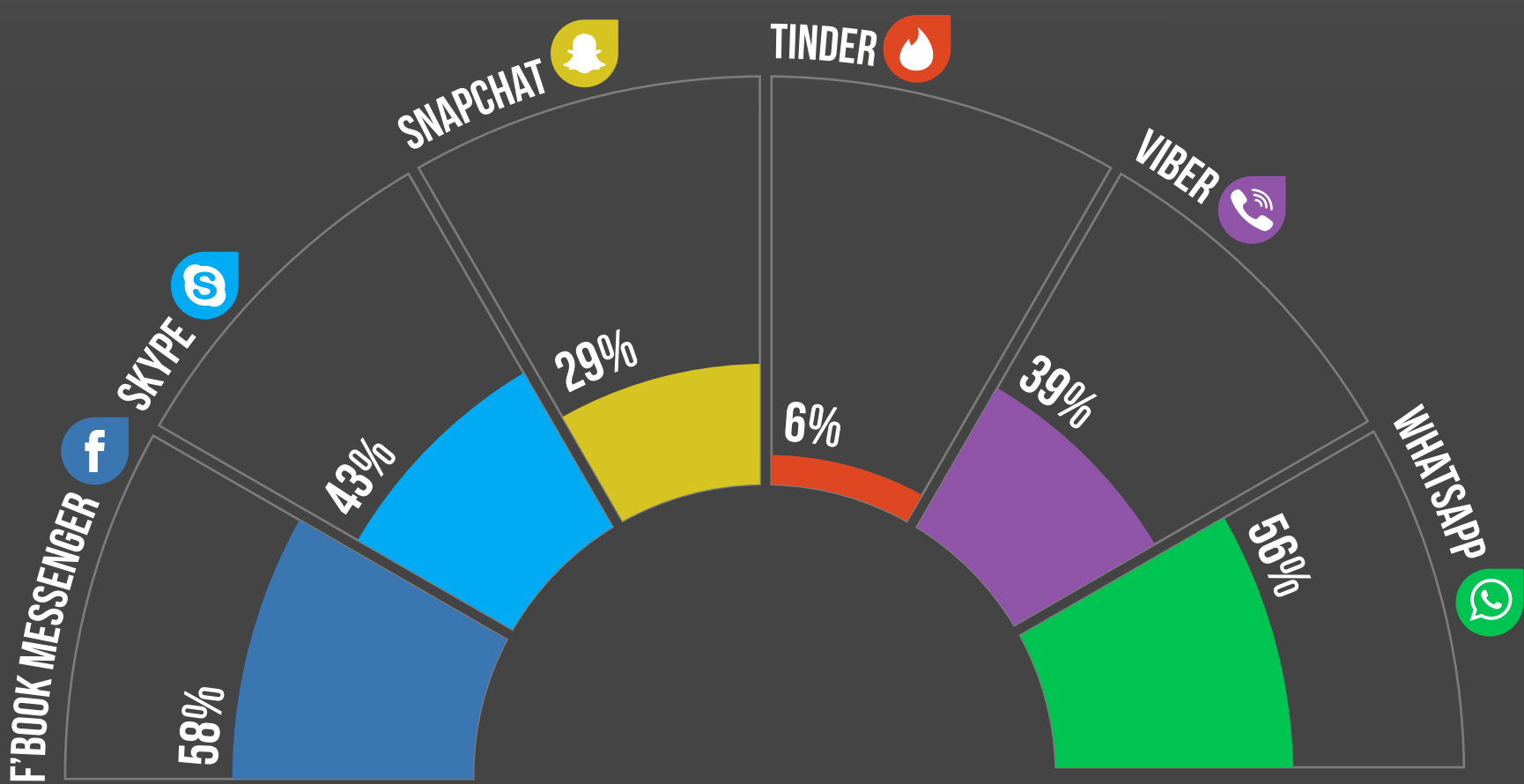




SOCIAL MESSAGING TRACKER - JAN 2017

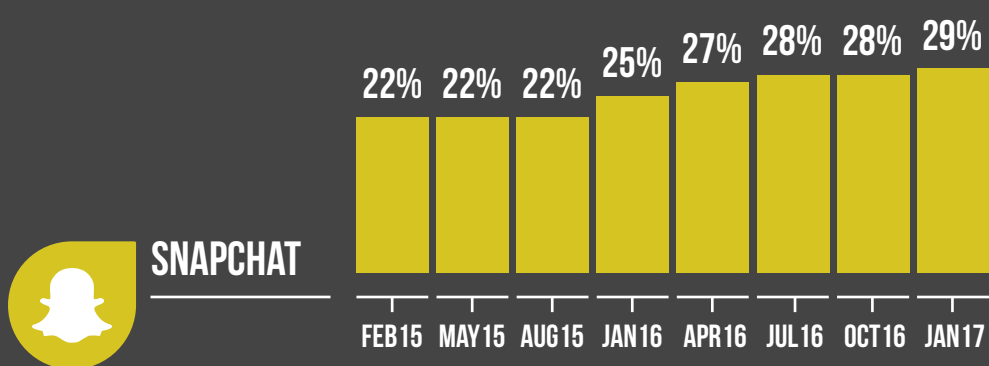
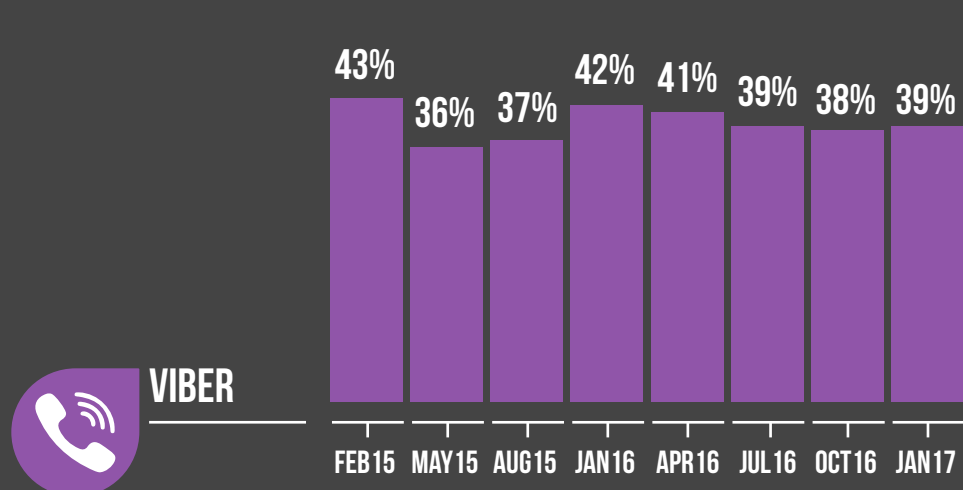
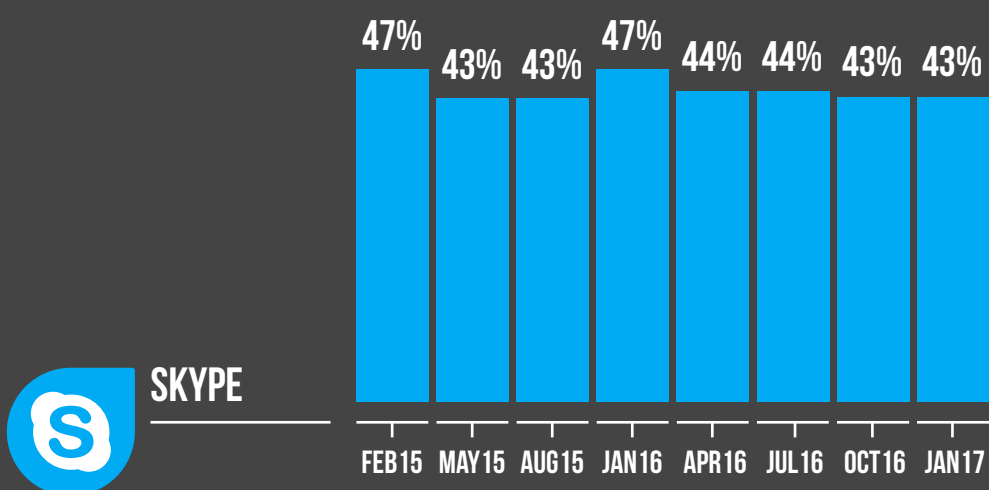
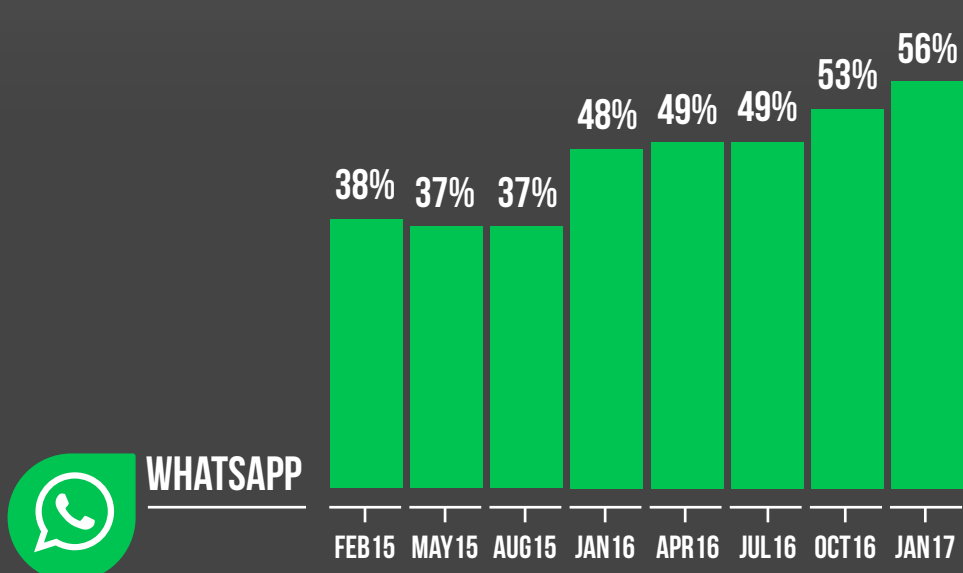
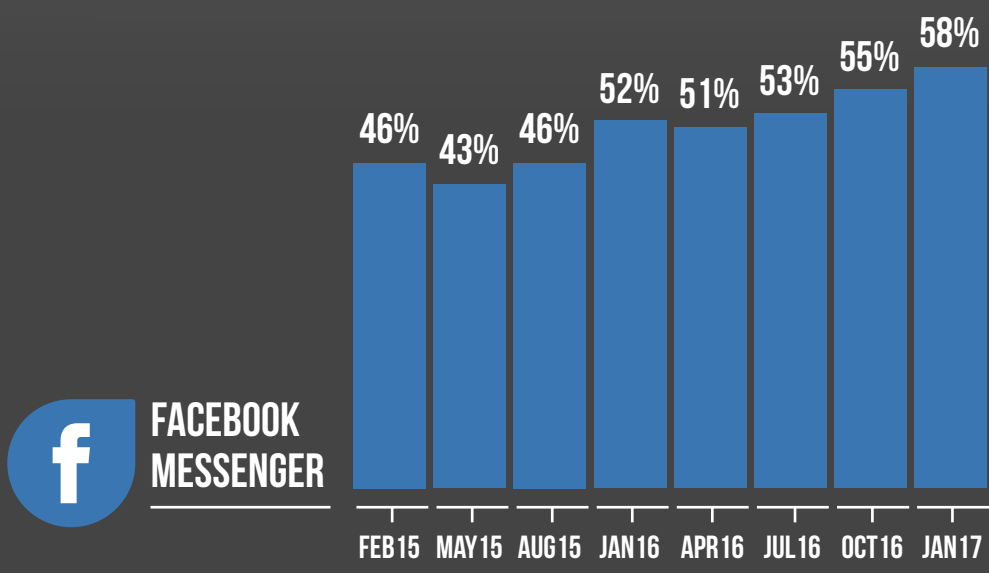
ACCOUNT OWNERSHIP

% SOCIAL MESSAGING ACCOUNT OWNERS IN IRELAND - JAN 2017



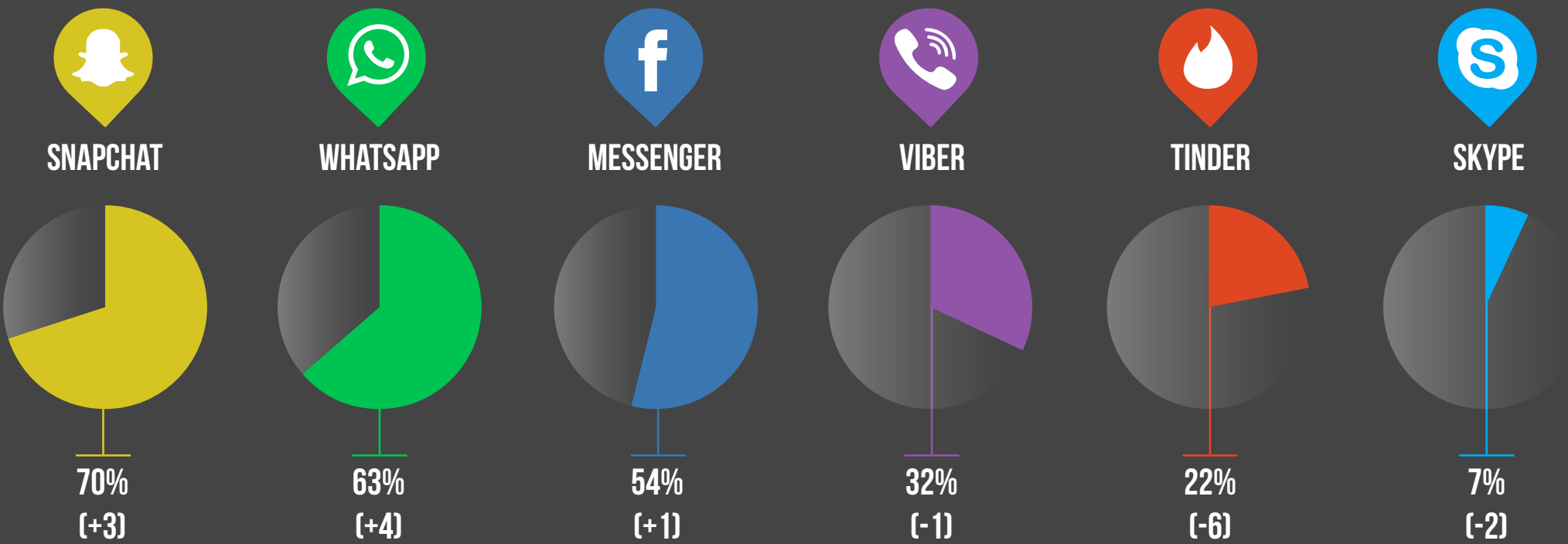
TREND DATA

% SOCIAL MESSAGING ACCOUNT OWNERS IN IRELAND - FEB 2015-JAN 2017



DAILY USAGE

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



() = CHANGE SINCE OCT 2016