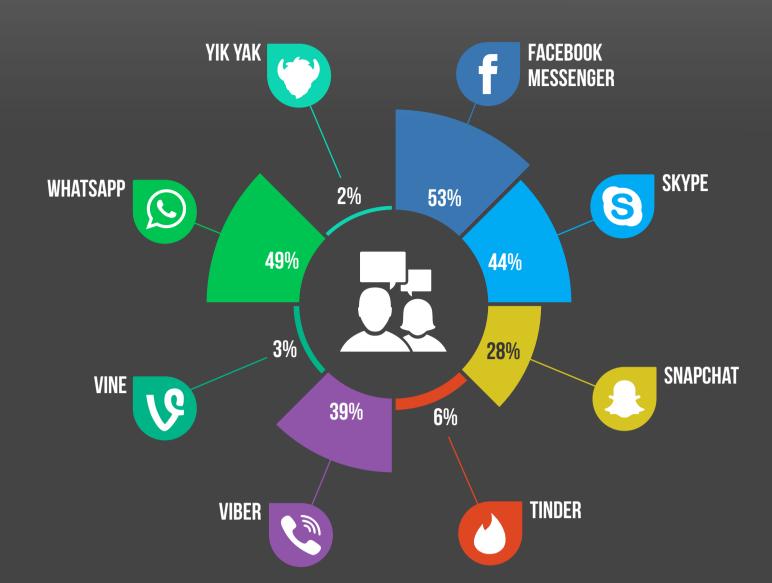




SOCIAL MESSAGING TRACKER - JULY 2016

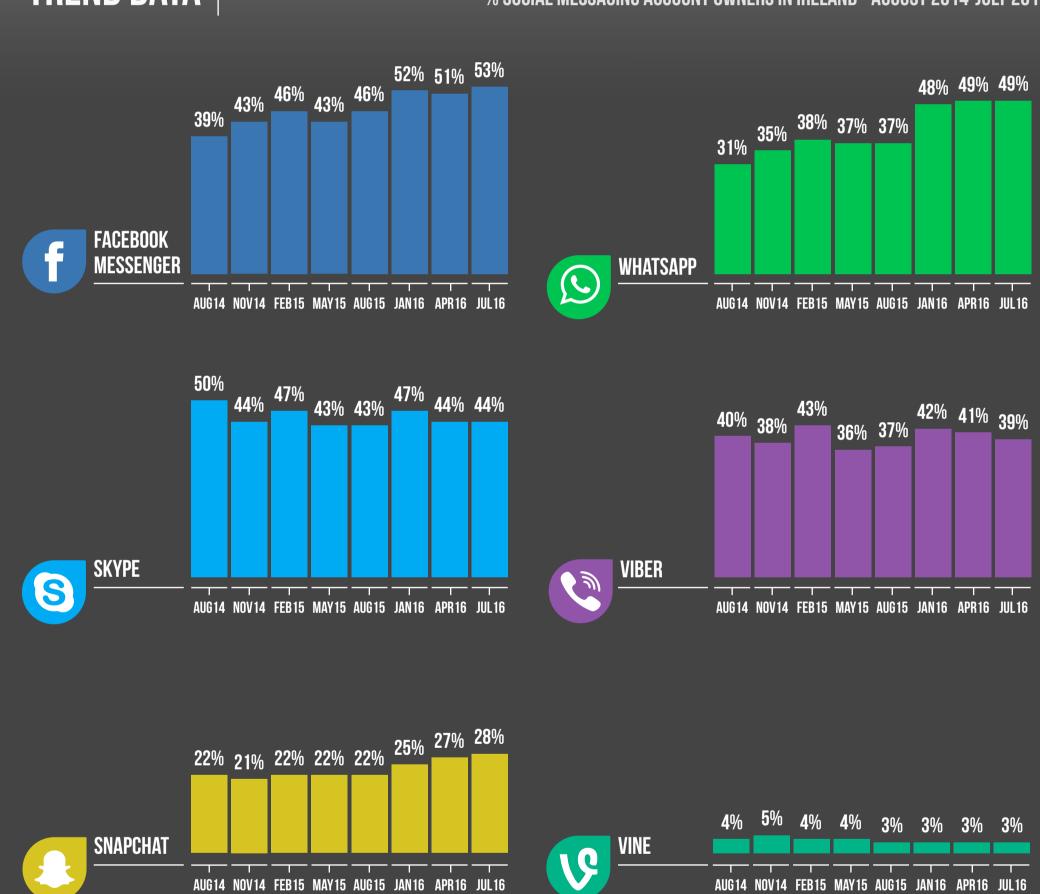
ACCOUNT OWNERSHIP

% SOCIAL MESSAGING ACCOUNT OWNERS IN IRELAND - JULY 2016



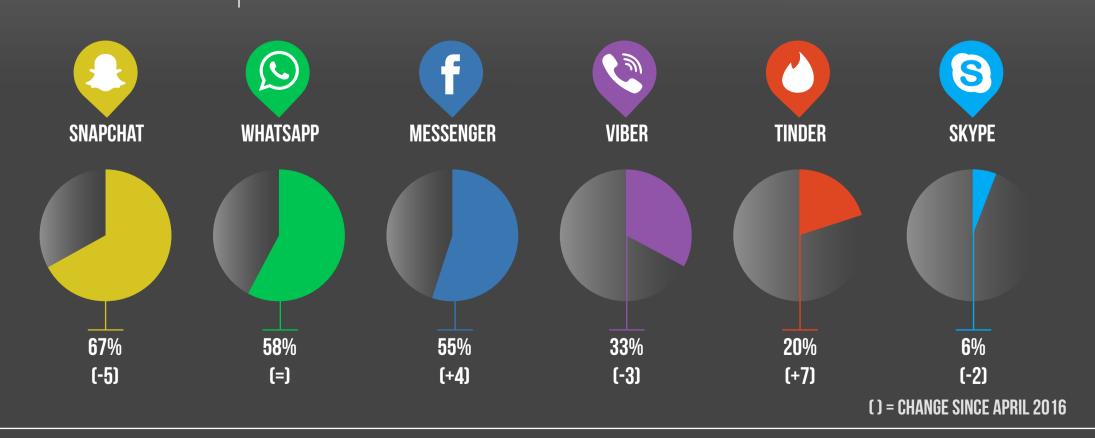
TREND DATA

% SOCIAL MESSAGING ACCOUNT OWNERS IN IRELAND - AUGUST 2014-JULY 2016



DAILY USAGE

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



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.

For further information on Omnipoll please contact:

| Mara Achetraritei | R | mara.achetraritei@ipsos.com | re

Rebecca Porter rebecca.porter@ipsos.com



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



Belinda Norton