



Mobile Data Usage Survey 2014

April 2014 |

PURPOSE & METHODOLOGY

To obtain qualitative information on the **use of mobile data services** by the Maltese population and compare results across surveys to **identify trends** in the use of internet on mobile phones.

Sample

- 500 mobile phone users.
- An additional 291 interviews conducted to boost the mobile data users cohort.

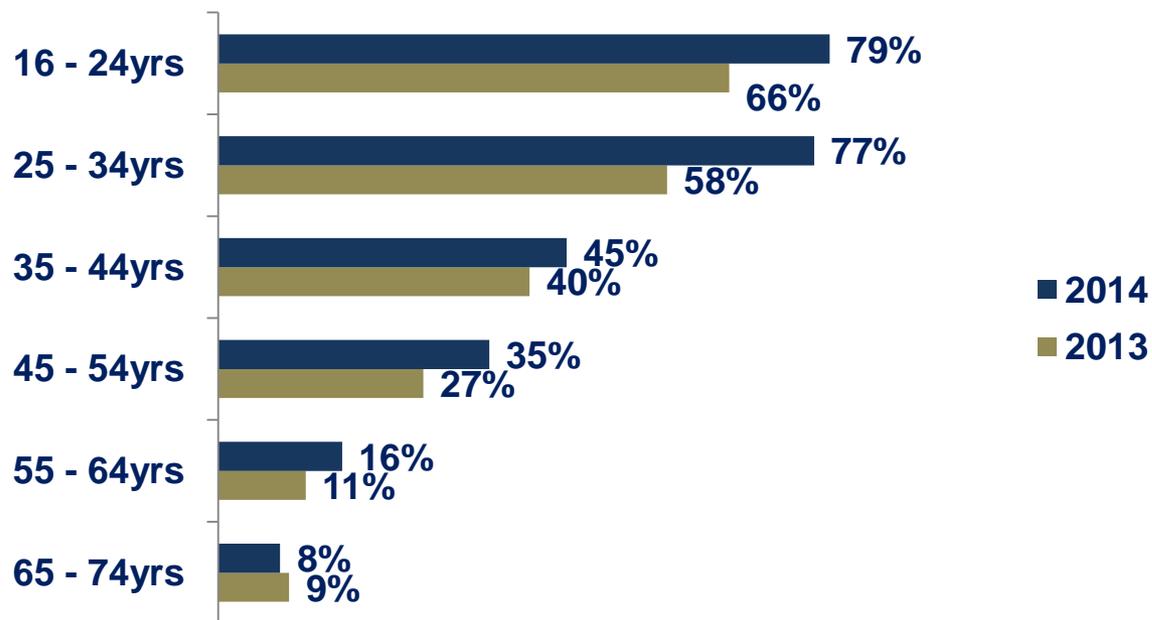
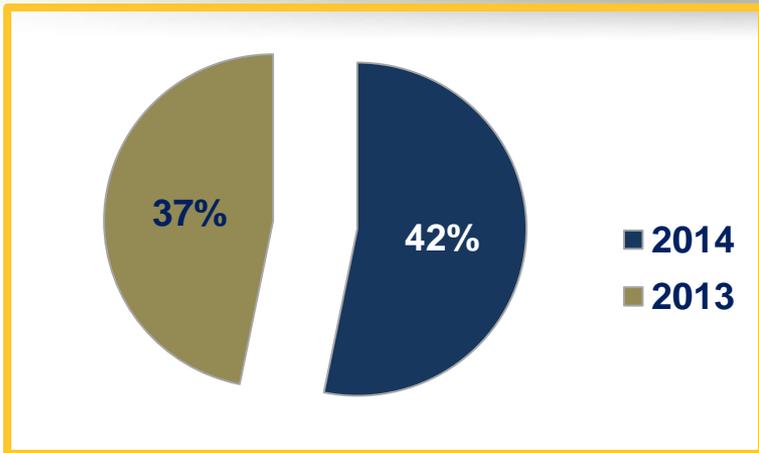
Fieldwork

- 10-min CATI
- Feb-March 2014
- Margin of error of 4.38% at 95% confidence interval.

MOBILE INTERNET USAGE

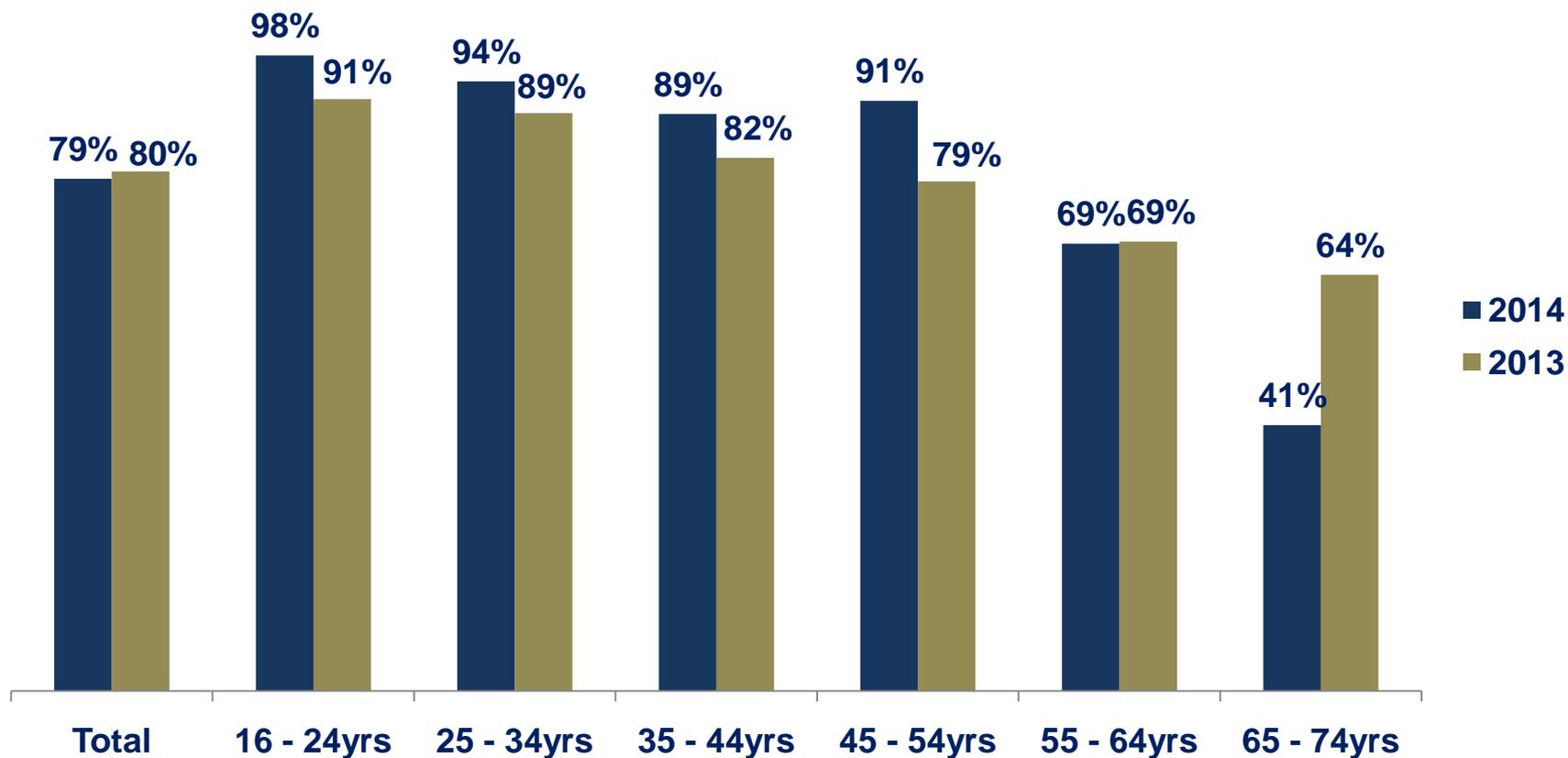
Do you own a smartphone?

% of total respondents (n=500)



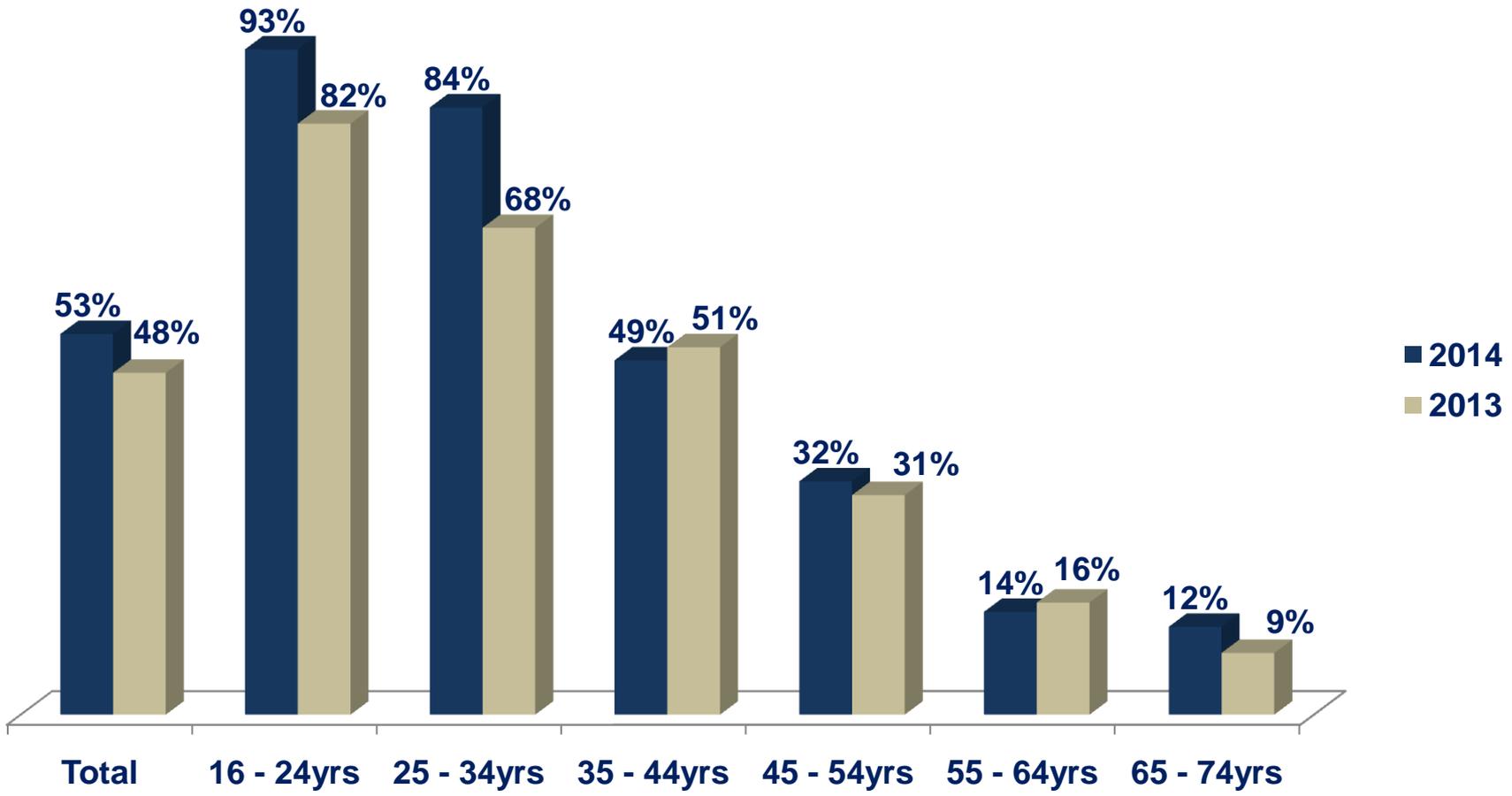
Do you know that the internet can be accessed on a mobile phone?

% of total respondents (n=500)



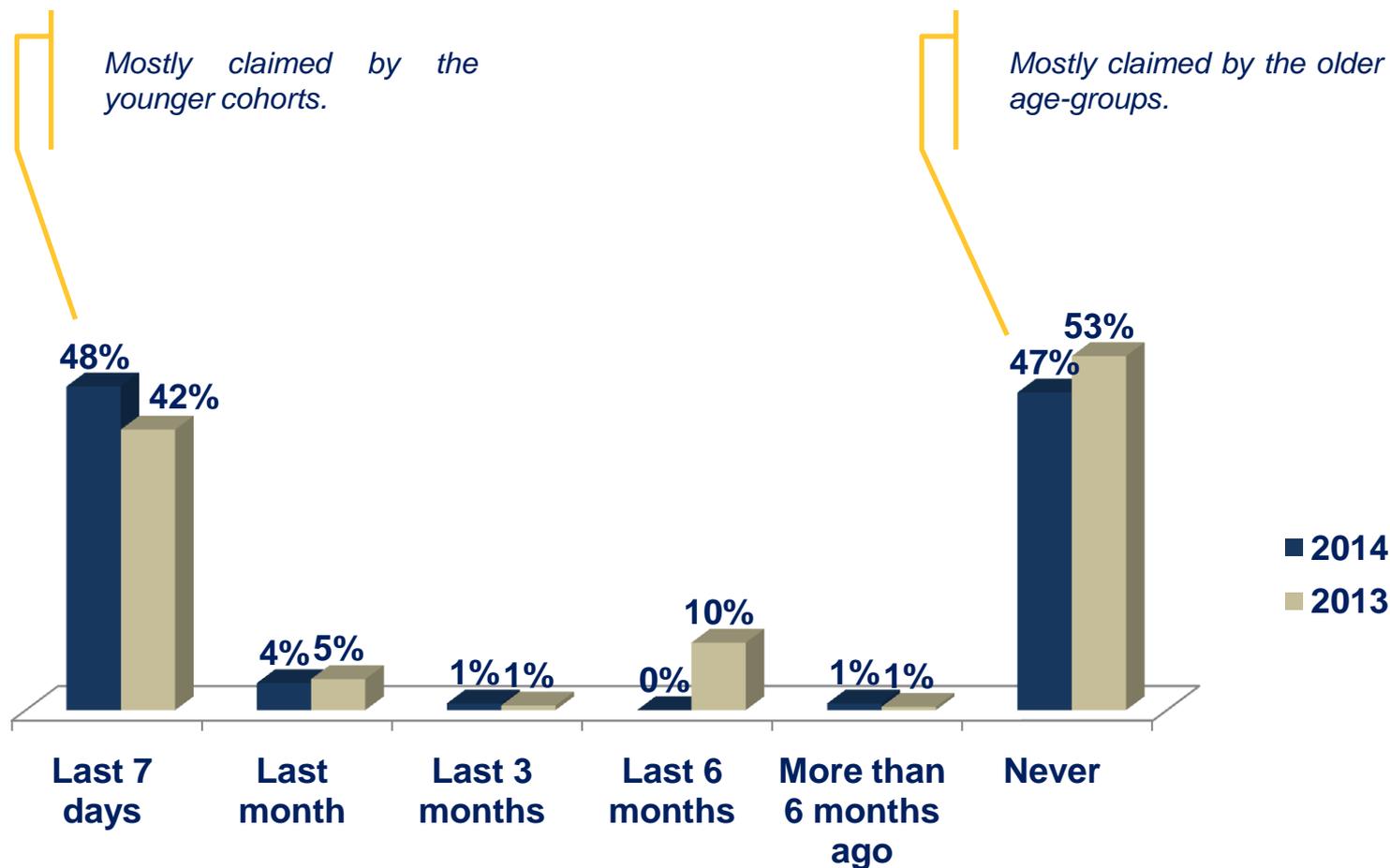
Mobile Data Users (those that accessed the internet in last 6mths or more)

% of those aware of internet use on mobile (n=395)



Did you access/use the Internet from your mobile phone in the...?

% of those aware of internet use on mobile (n=395)

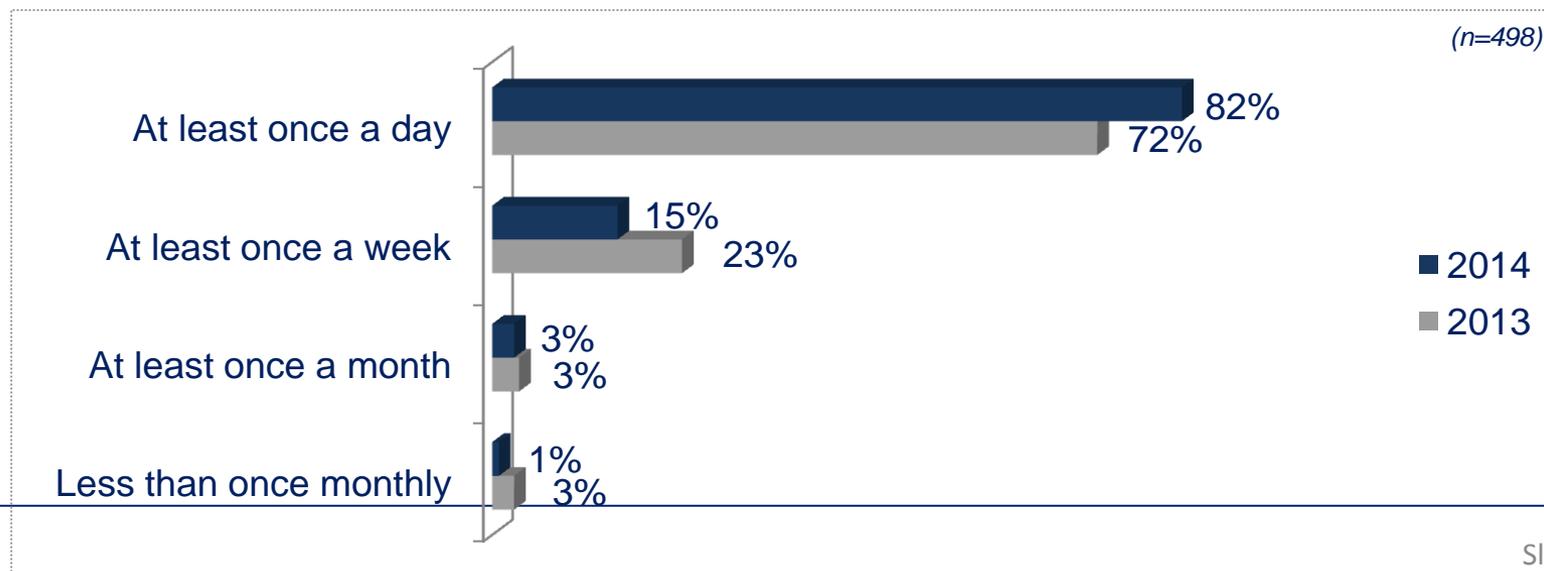
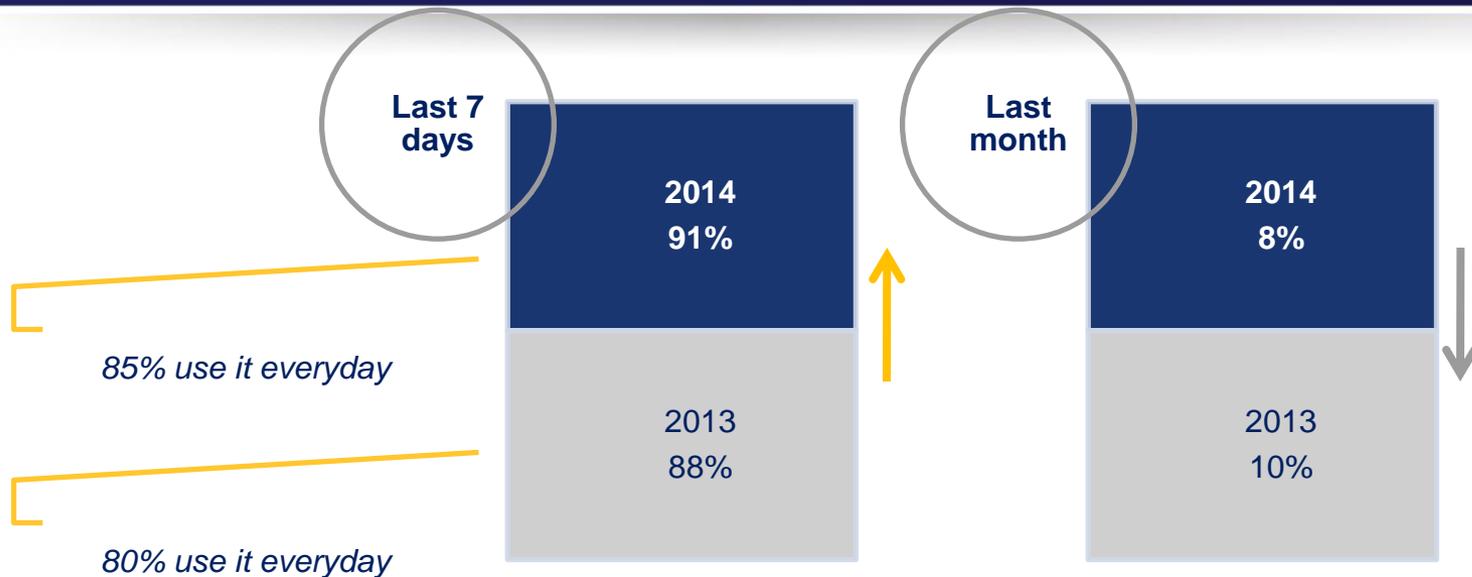


MOBILE DATA USAGE

including boost interviews

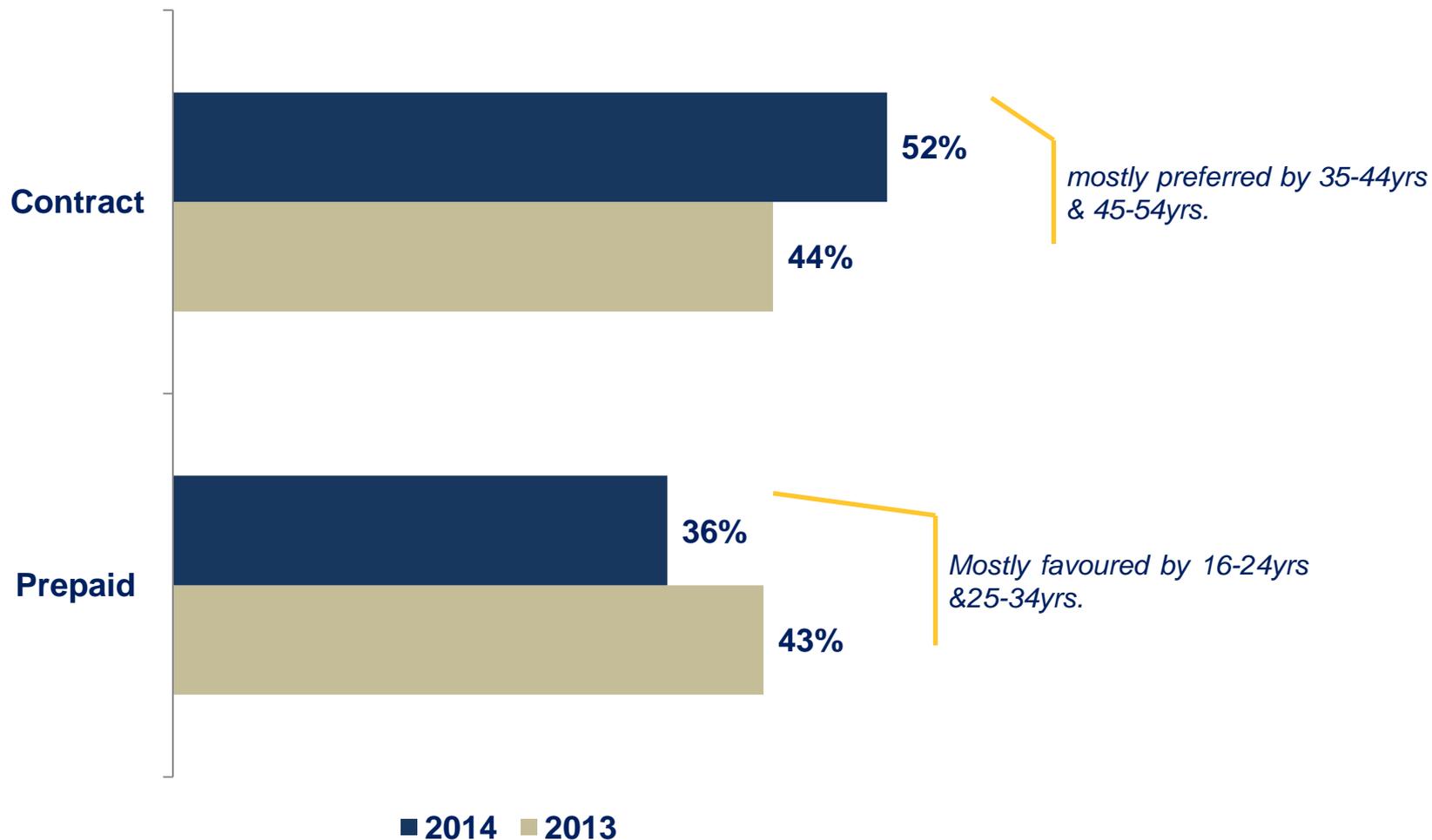
Did you access/use the Internet from your mobile phone and how often?

% of mobile data users (n=500)



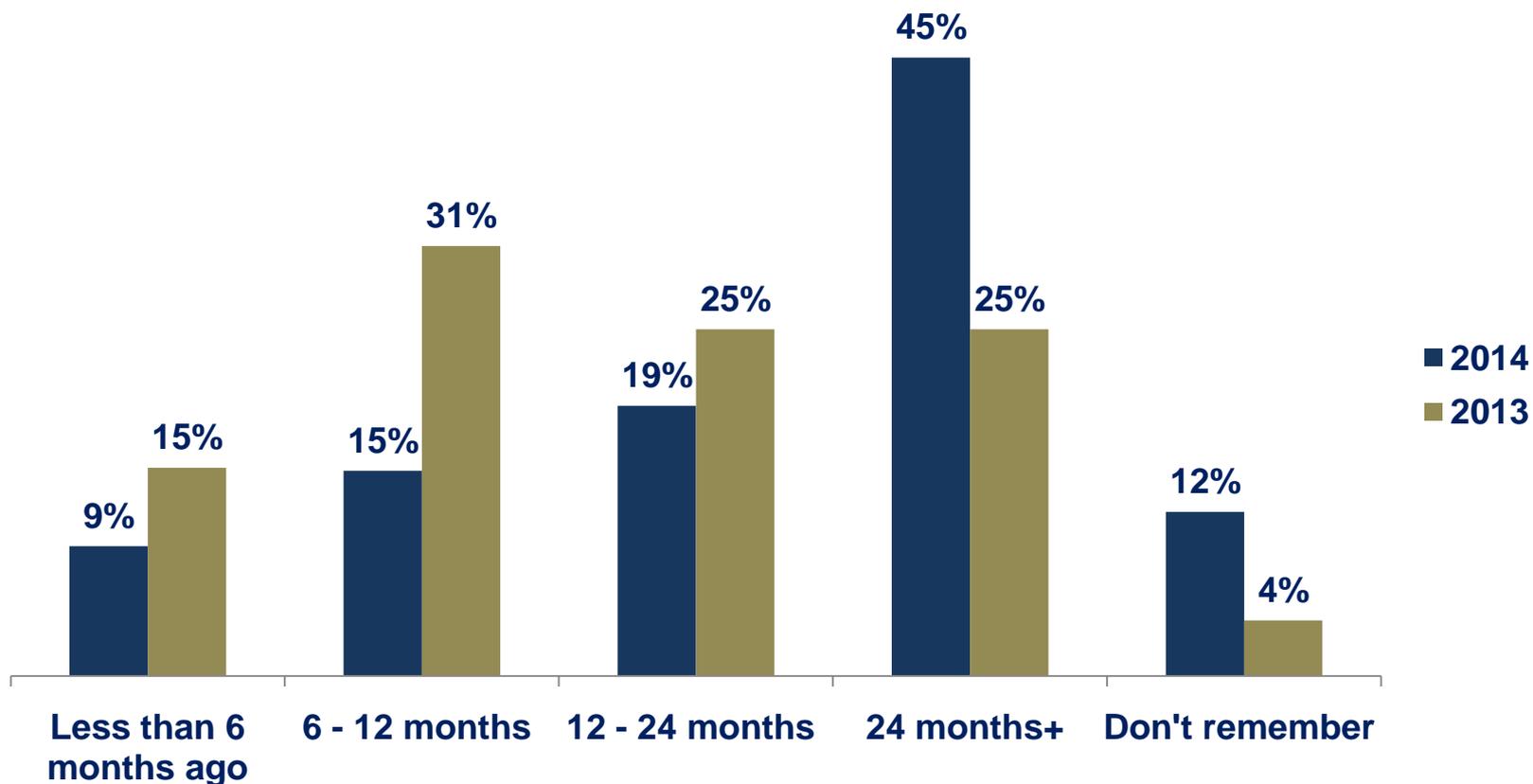
Which data plan do you usually subscribe to?

% of mobile data plan subscribers (n=406)



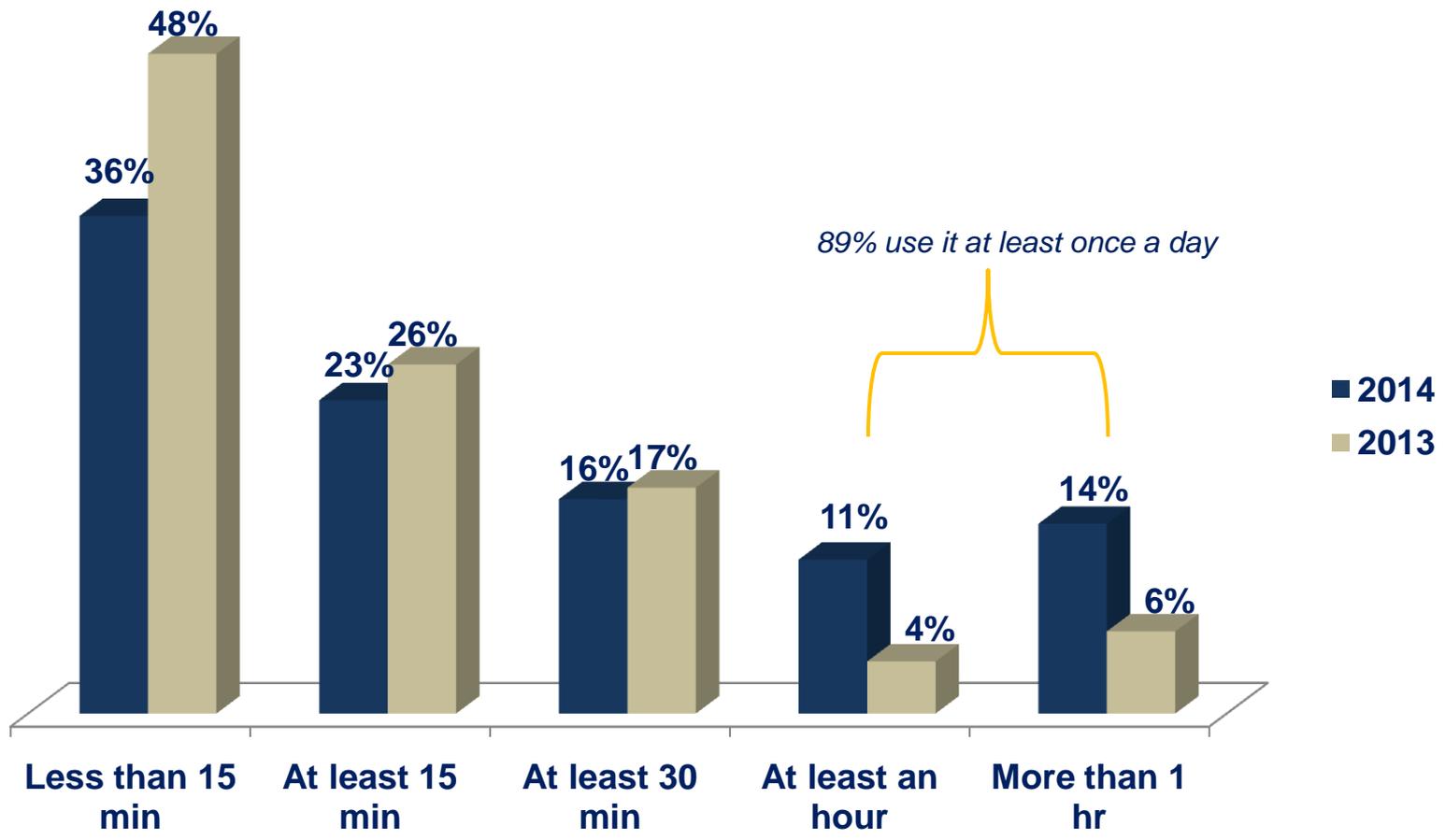
When did you first subscribe to a mobile data plan?

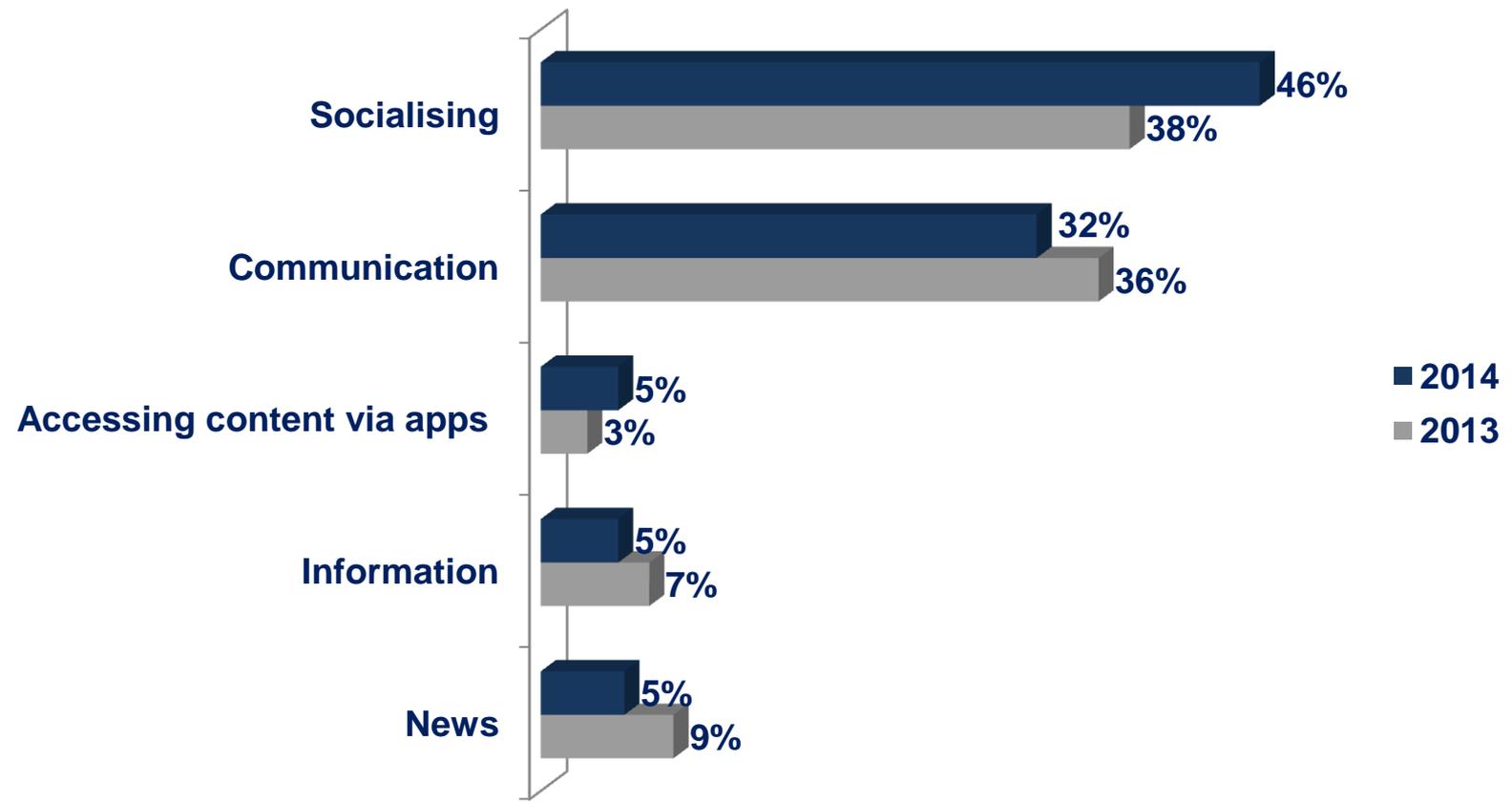
% of mobile data plan subscribers (n=406)



On average, how much time do you spend using the internet from your mobile per session?

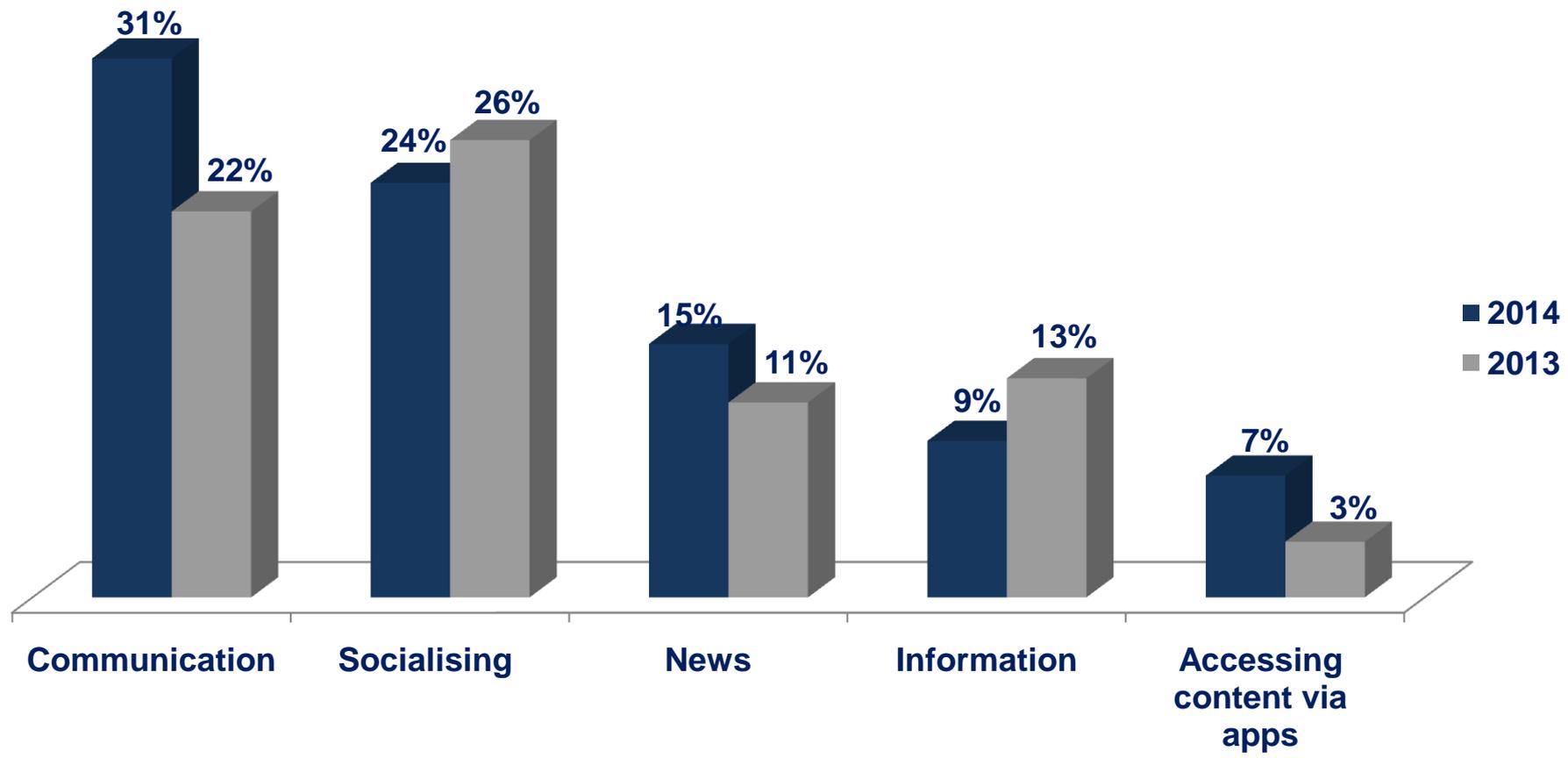
% of mobile data users (n=498)





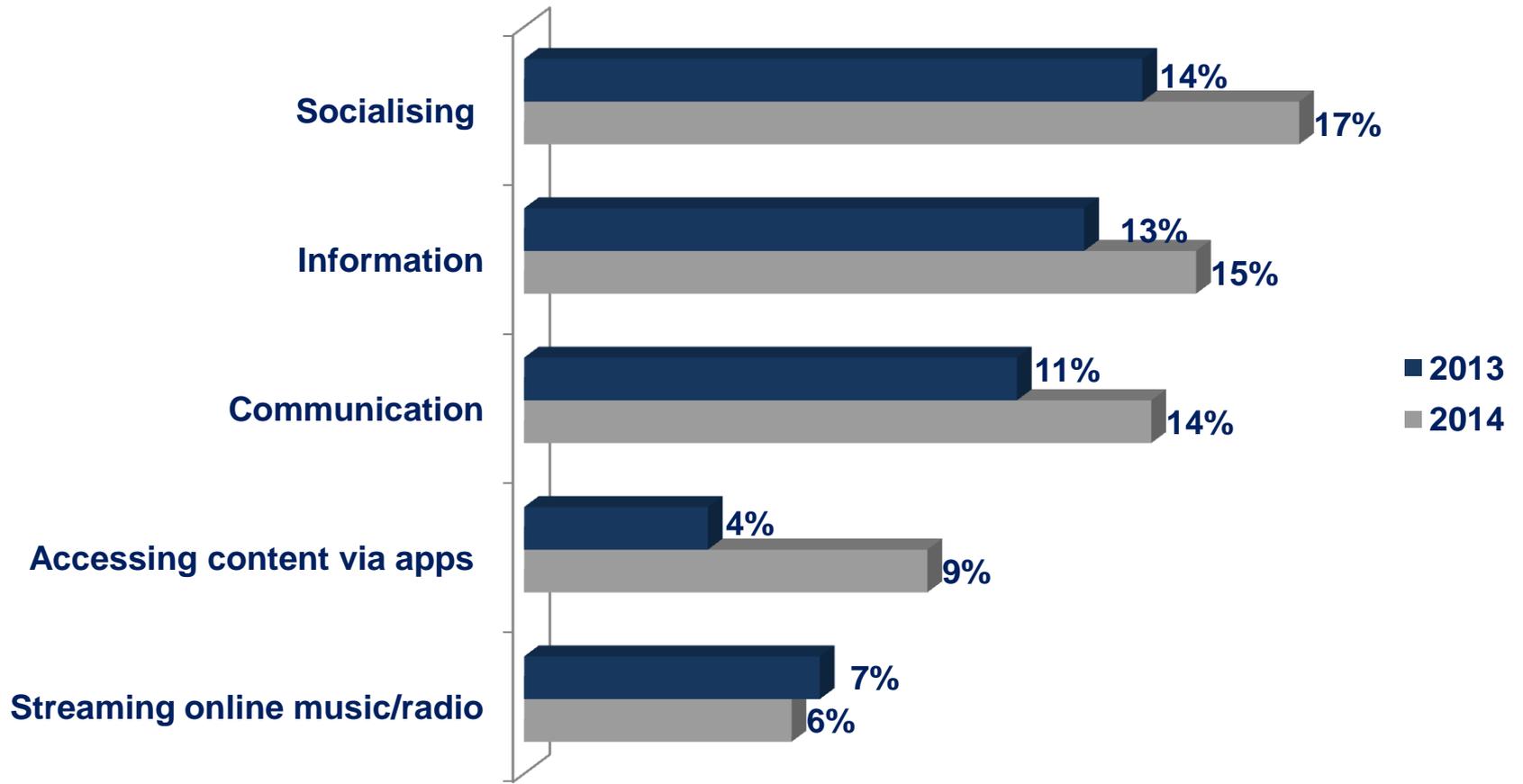
Which 3 main activities, in order of preference, do you carry out on your mobile phone? (2nd Mention)

% of mobile data users that chose a 2nd option (n= 432)



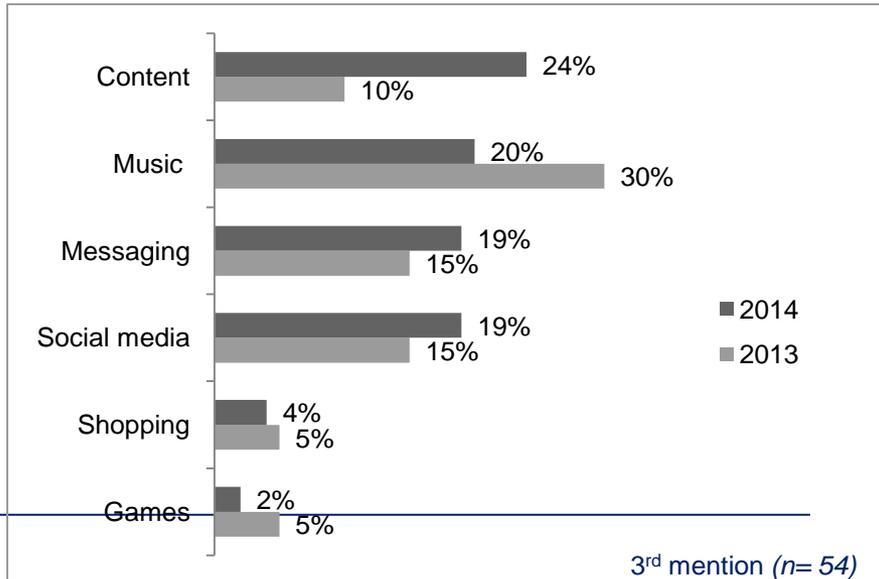
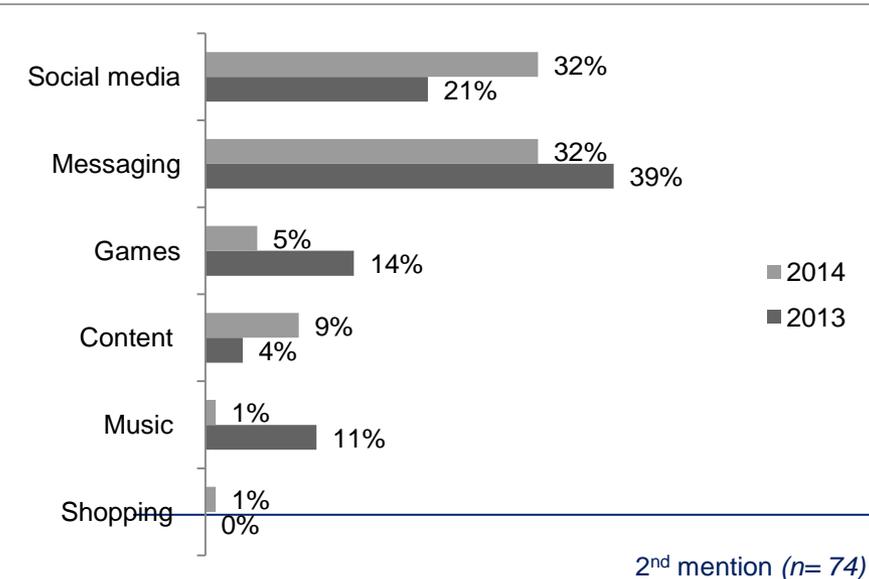
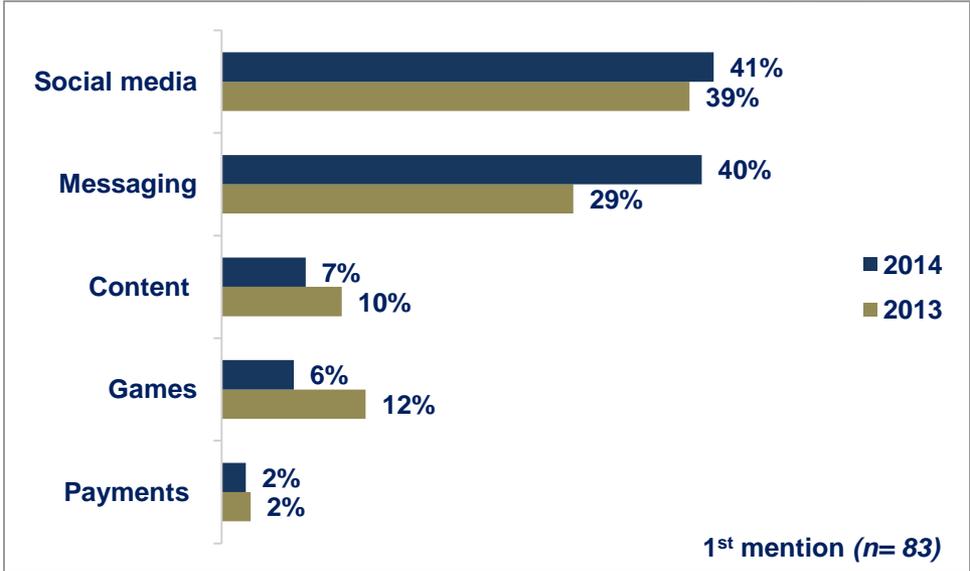
Which 3 main activities, in order of preference, do you carry out on your mobile phone?(3rd Mention)

% of mobile data users that chose a 3rd option (n= 318)



Mostly Accessed APPs

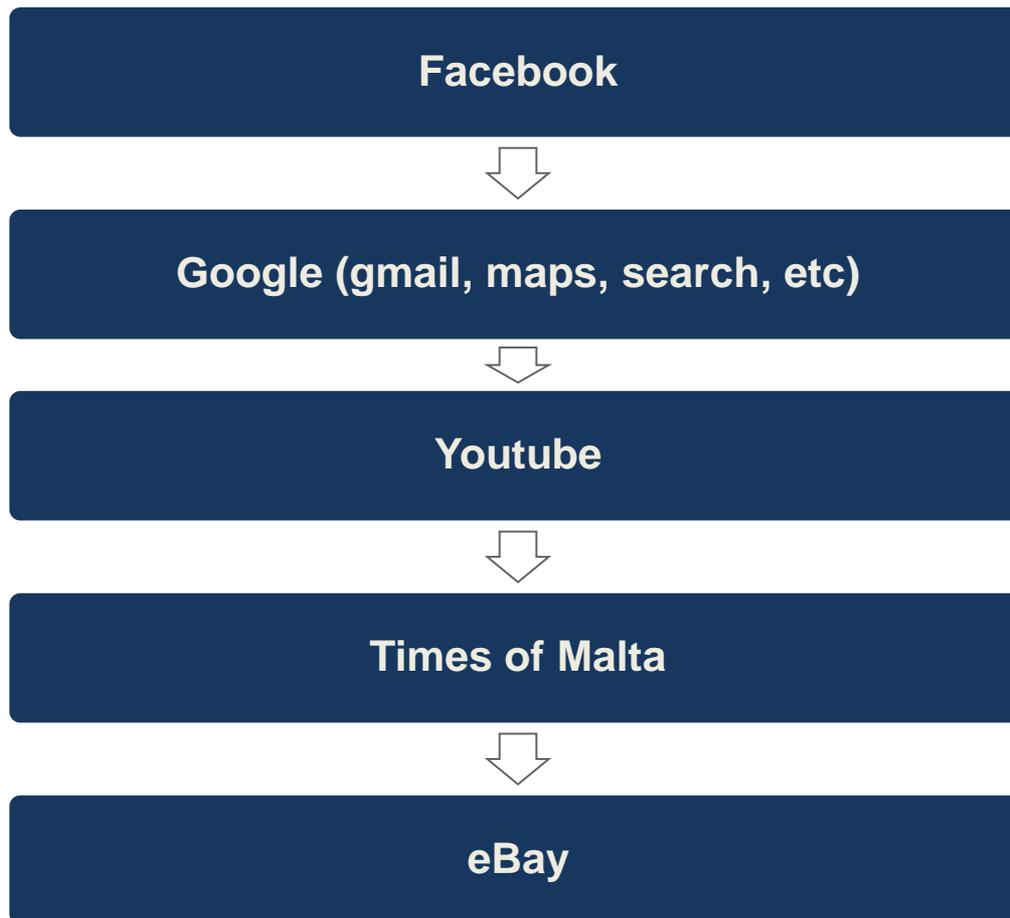
% of mobile data users that use APPs



Mostly Accessed Websites

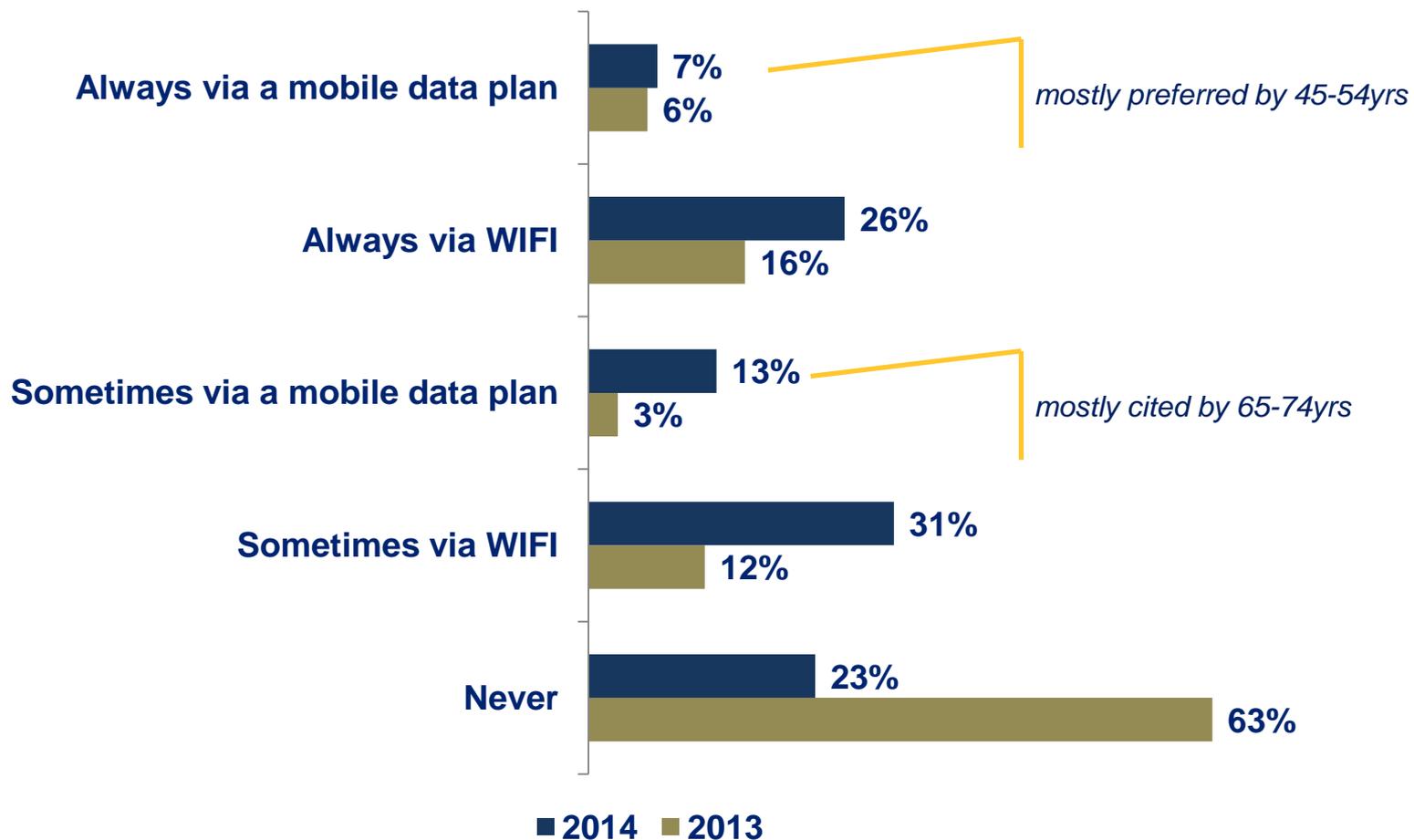
% of mobile data users (n=479)

Top 5 websites accessed on mobile (in order of preference)



Do you access/use the internet on your mobile phone when abroad?

% of mobile data users (n=497)

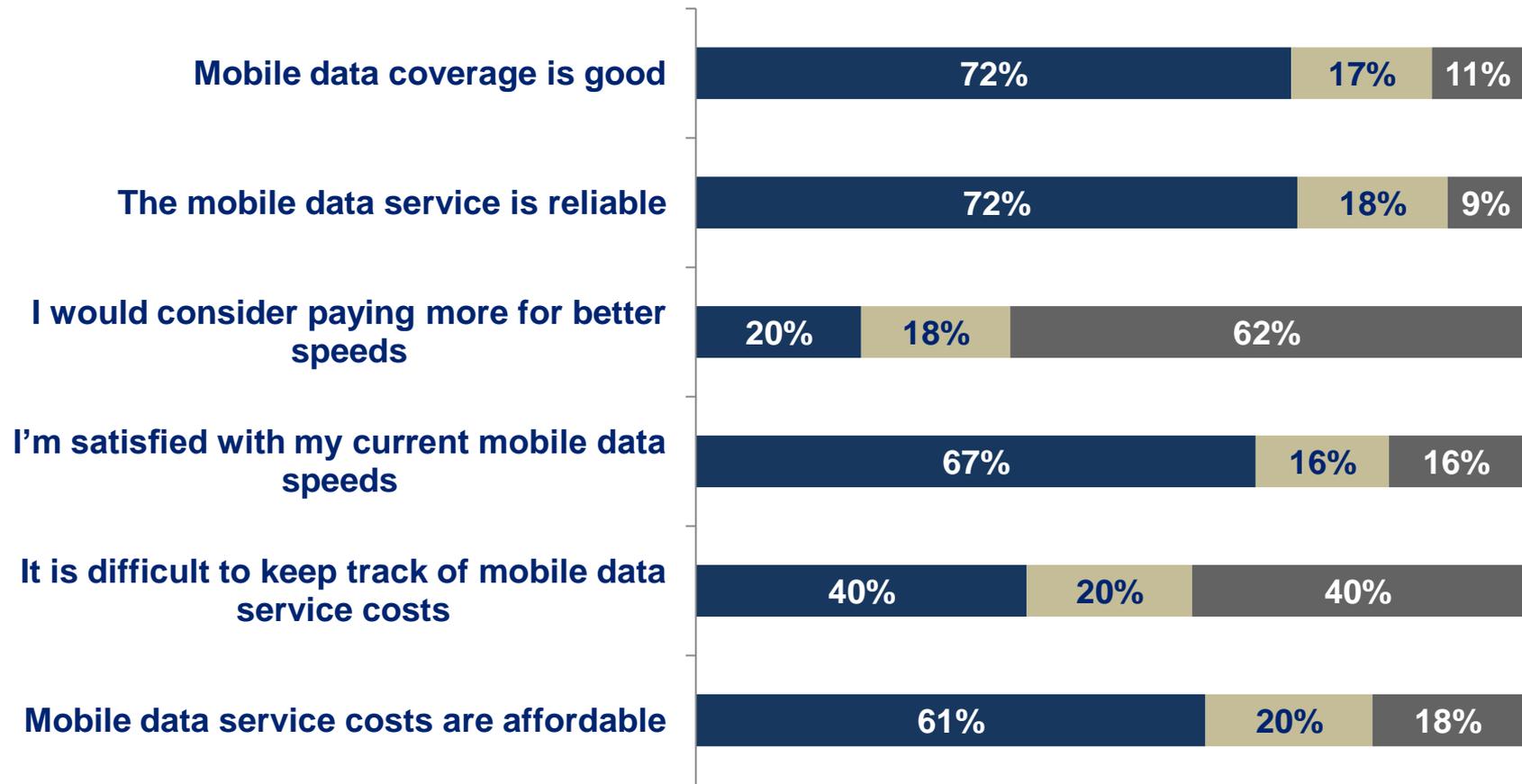


For each of the following statements, can you tell me whether you agree or disagree



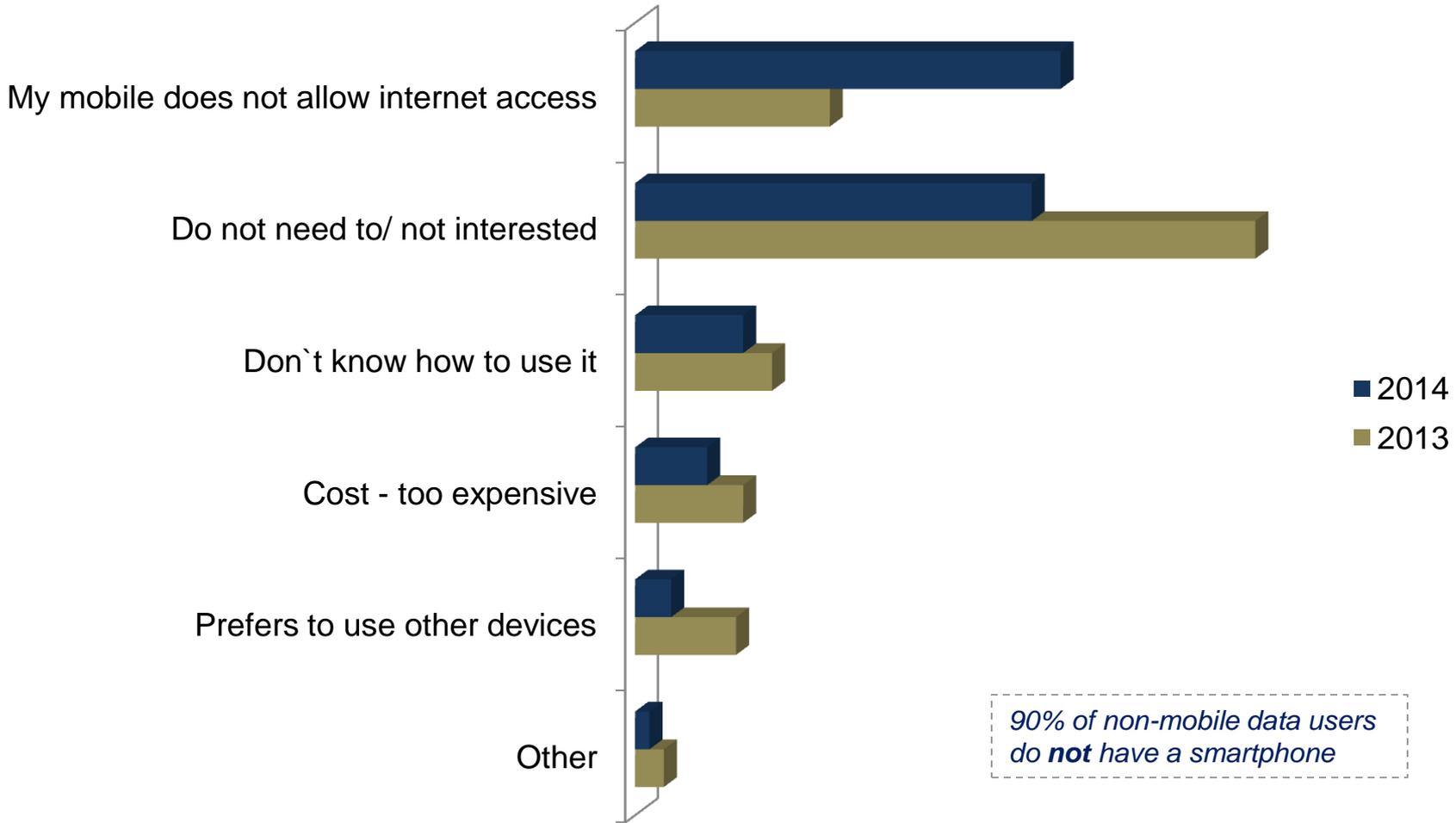
% of mobile data plan subscribers (n=406)

■ Agree ■ Neither Agree nor Disagree ■ Disagree



What are the main reasons for not accessing/using the internet from your mobile?

% of non-mobile data users (n=186)



90% of non-mobile data users do **not** have a smartphone



Thank You