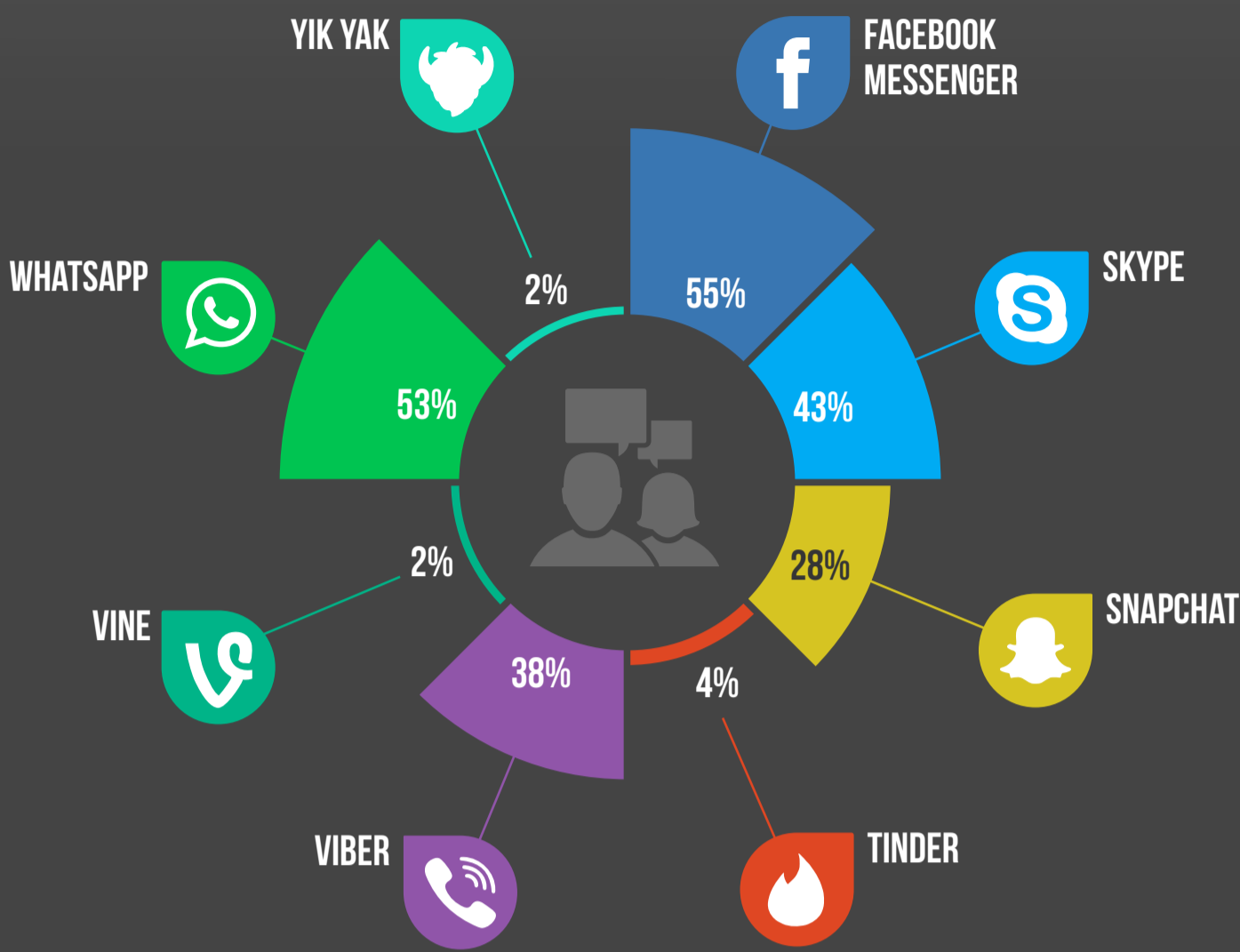




SOCIAL MESSAGING TRACKER - OCT 2016

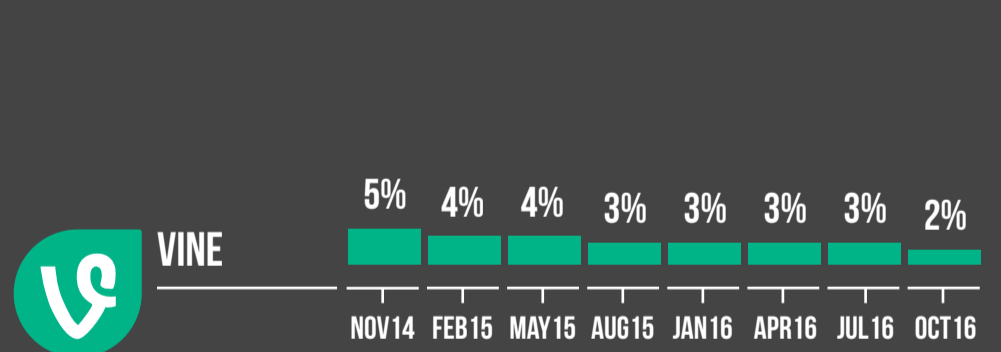
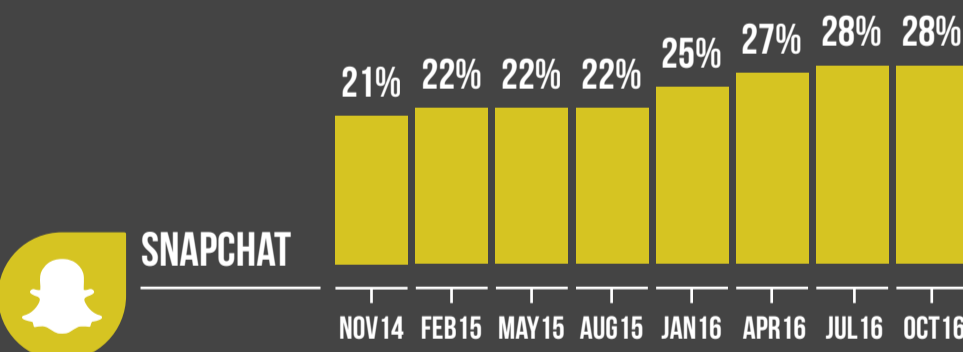
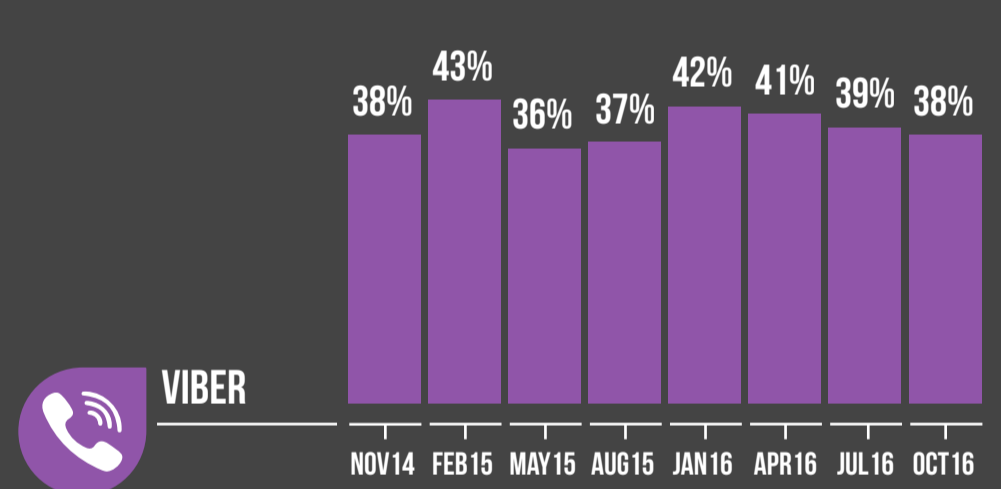
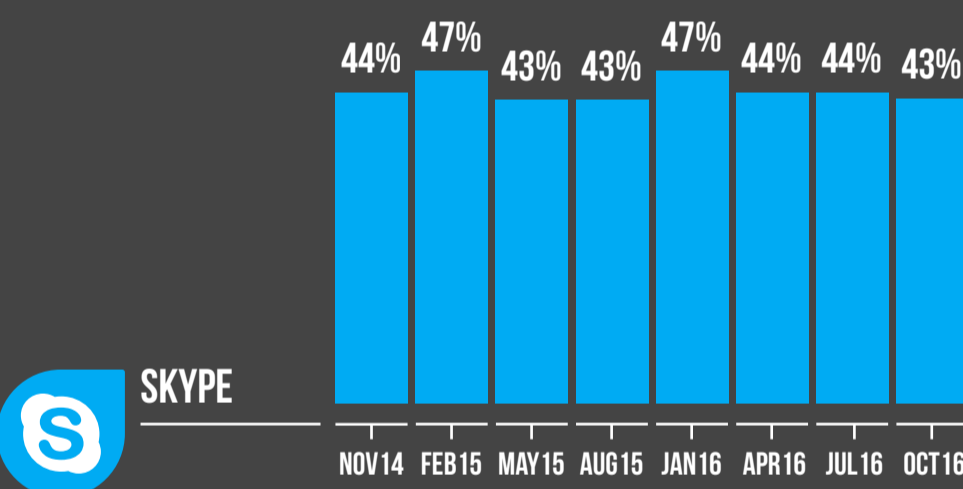
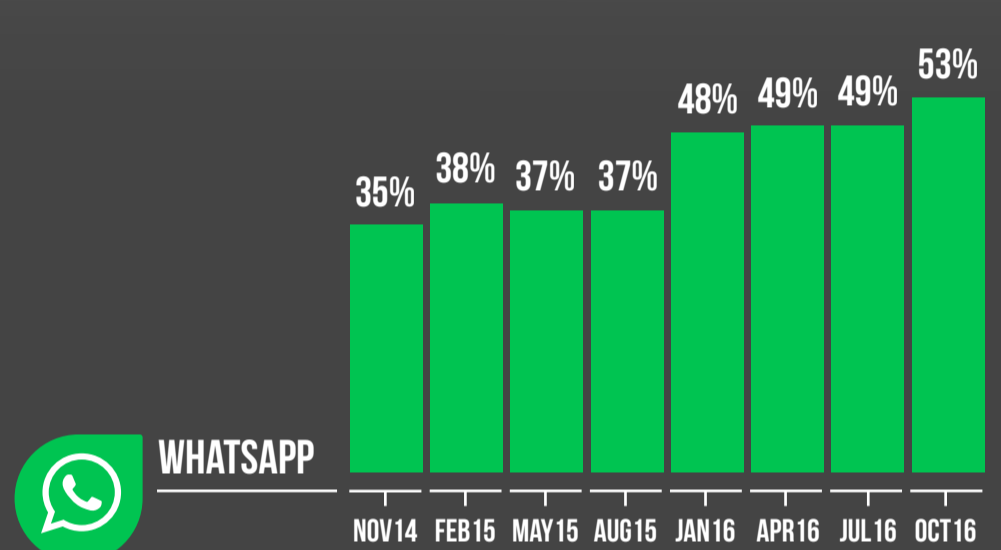
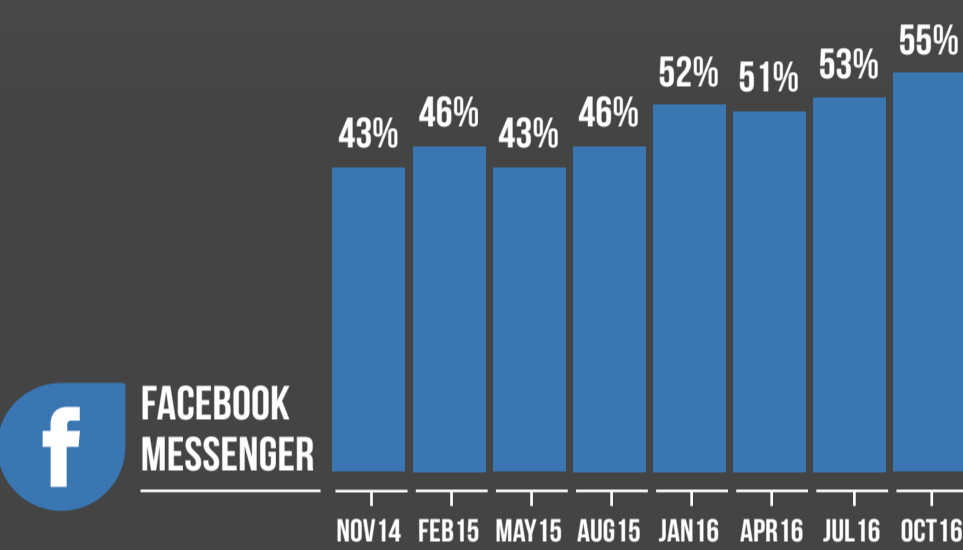
ACCOUNT OWNERSHIP

% SOCIAL MESSAGING ACCOUNT OWNERS IN IRELAND - OCT 2016



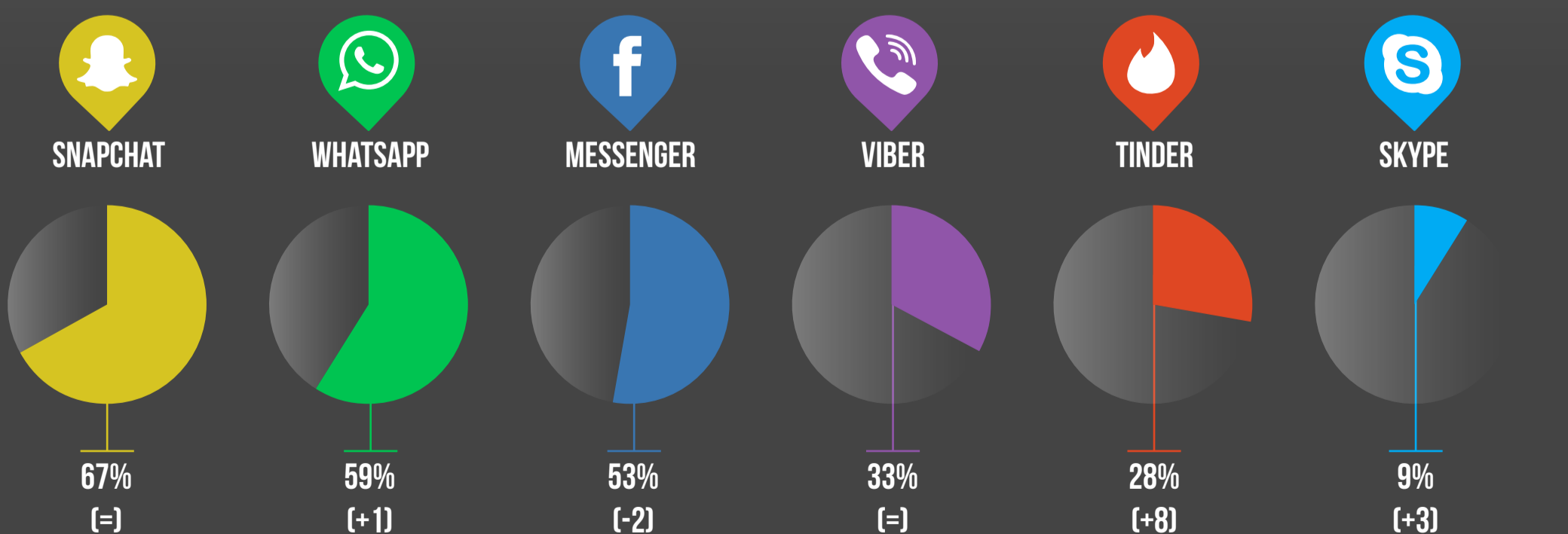
TREND DATA

% SOCIAL MESSAGING ACCOUNT OWNERS IN IRELAND - NOV 2014-OCT 2016



DAILY USAGE

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



() = CHANGE SINCE JULY 2016