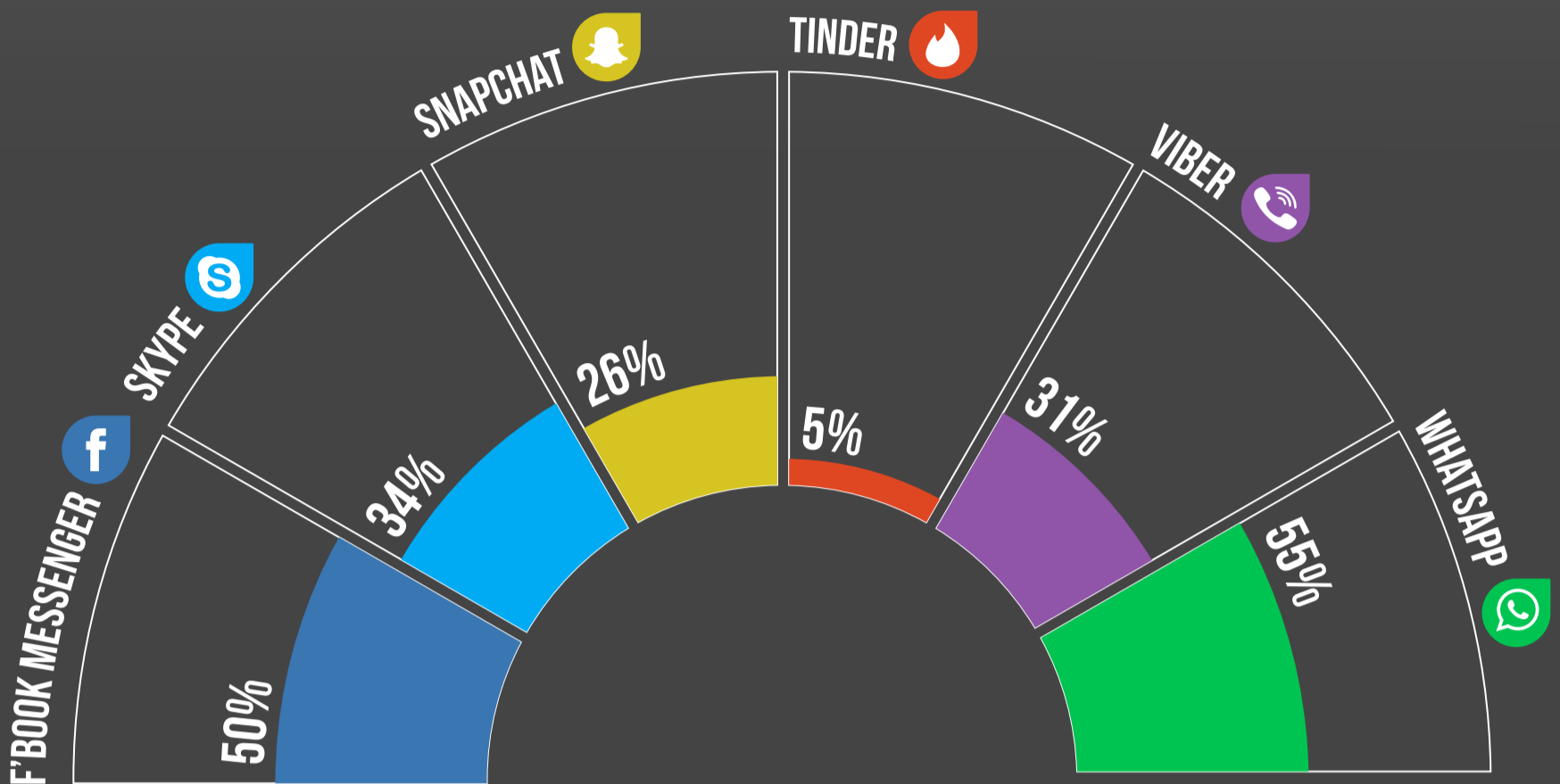




# SOCIAL MESSAGING TRACKER - APR 2017

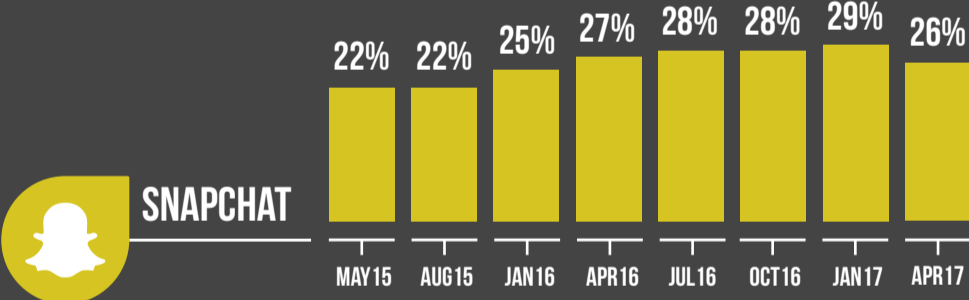
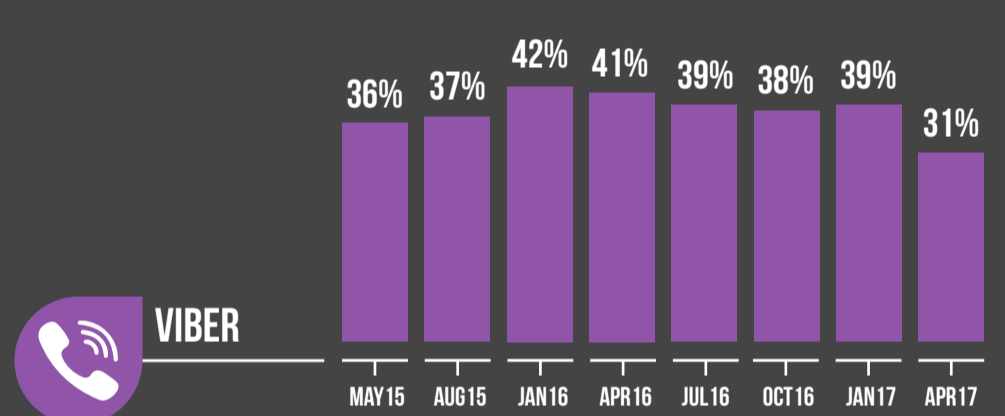
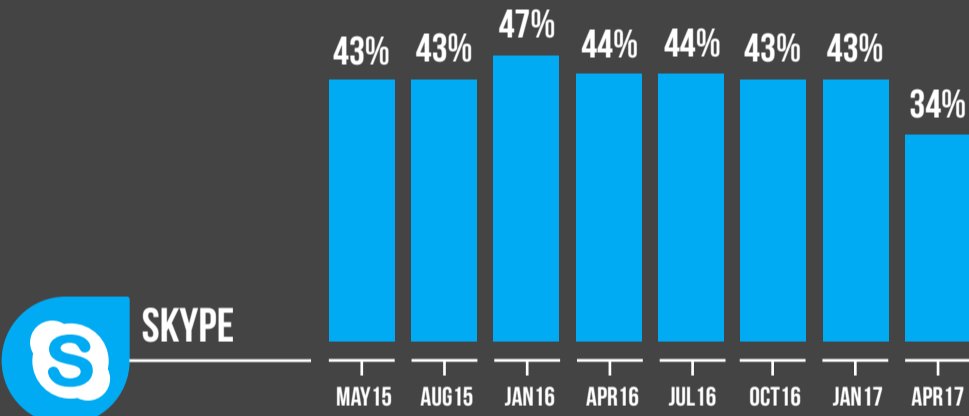
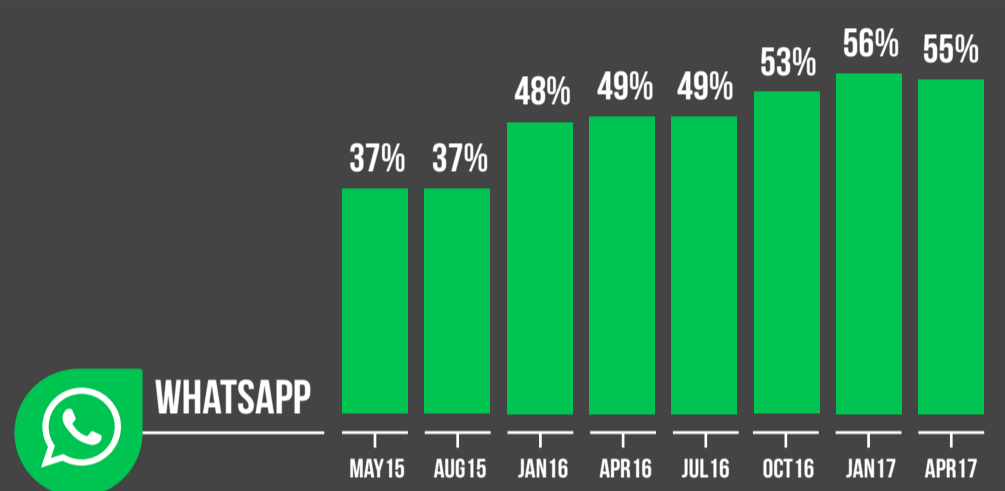
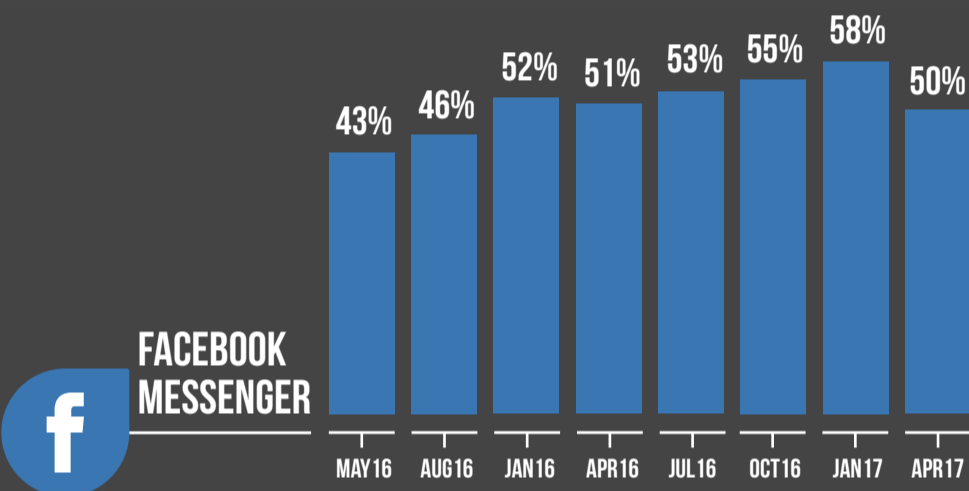
## ACCOUNT OWNERSHIP

% SOCIAL MESSAGING ACCOUNT OWNERS IN IRELAND - APR 2017



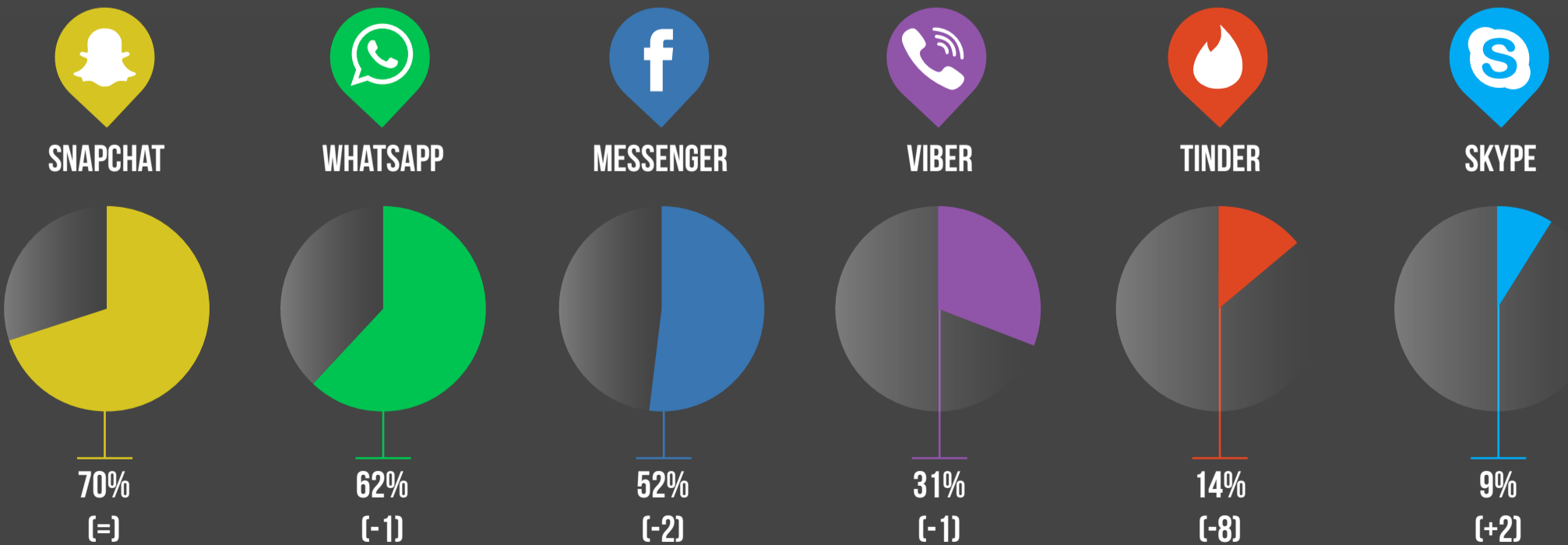
## TREND DATA

% SOCIAL MESSAGING ACCOUNT OWNERS IN IRELAND - MAY 2015-APR 2017



## DAILY USAGE

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



( ) = CHANGE SINCE JAN 2017