

Facts and Figures: Smartphones and the 50+ Generation

Unit sales in Austria 2014 (in total 3.1 million units)

- 70% smartphones
- 30% Feature phones
- 99% of the smartphones are “just touch” phones without keypad
- 30% of feature phones are clamshell phones

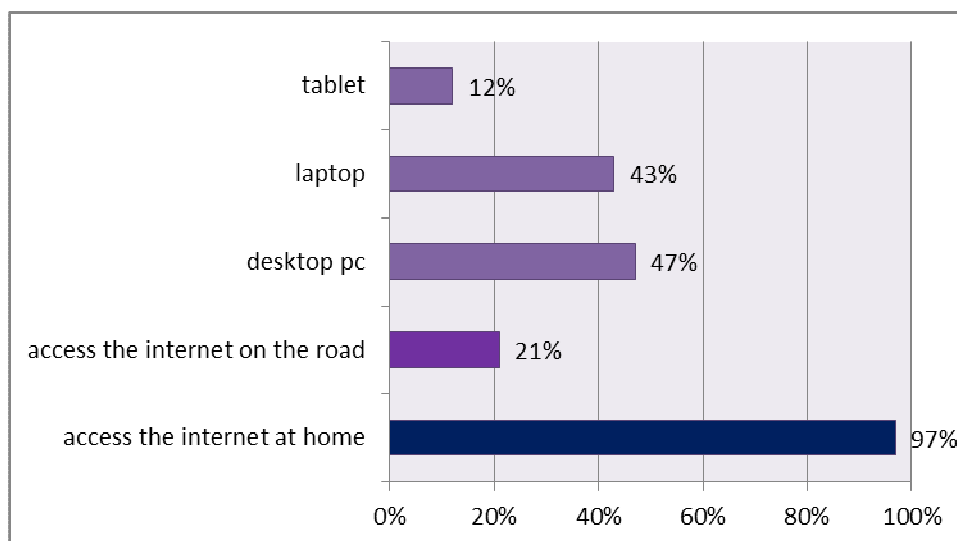
“Senior mobile phones”

- 17% of the feature phones are labeled “easy to use”

Source: GFK Austria, May – Nov. 2014

Seniors 60+ are using the internet

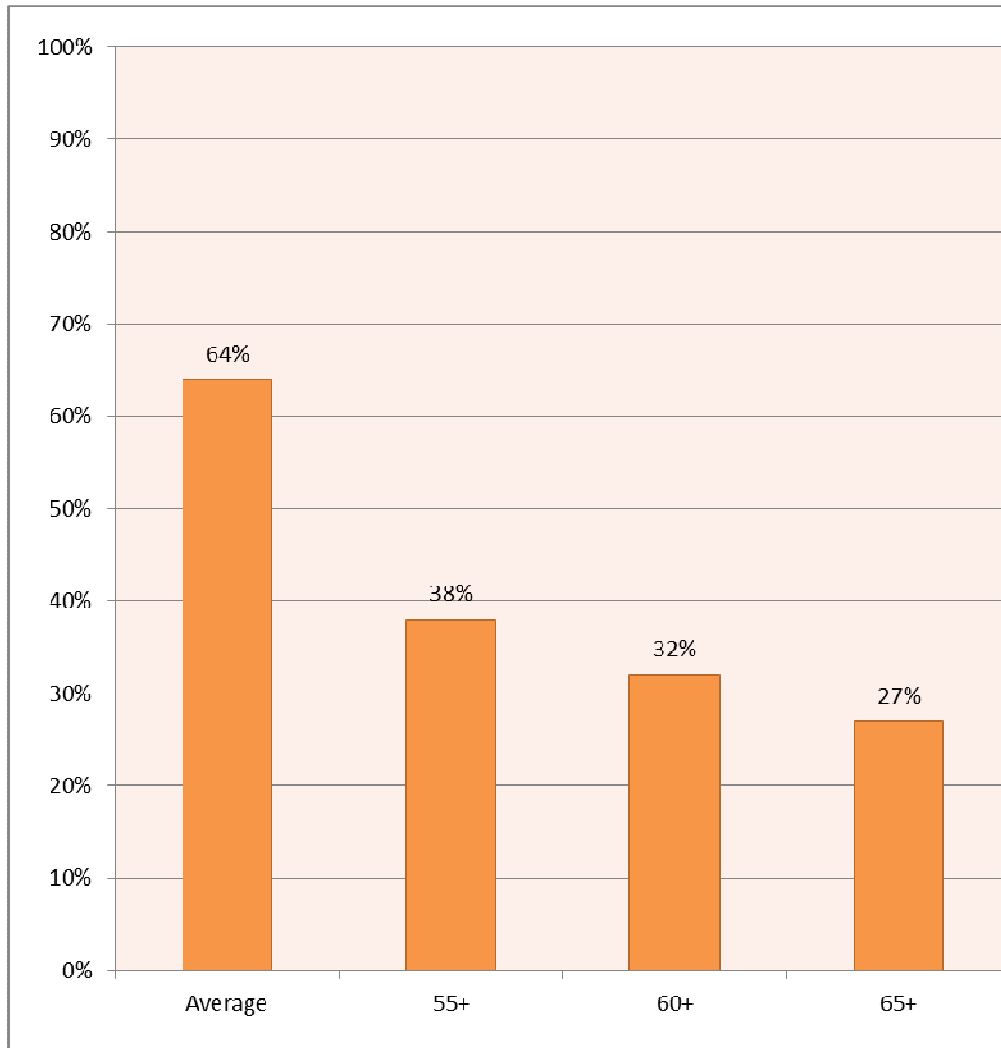
- 80% of seniors are online
 - 97% access the internet at home
 - 21% access the internet with tablets or mobile phones
- Devices used
 - 47% use a Desktop PC
 - 43% use a notebook
 - 12% use a tablet



Source: A1 Seniors Survey/ 2014; Seniors 60+, Austria; Jan/Feb 2014

Use of a smartphone

- 38% over55 own a smartphone
- 32% over 60 own a smartphone
- 27% over 65 own a smartphone
- Average population: 64 % own a smartphone



Source: Statistik Austria/2015;
A1 Seniors Survey/ 2014; Seniors 60+, Austria; Jan/Feb 2014

Potential in Europe – Population 65+ without a smartphone.

- **EU in total:** 90 million
- **Germany:** 17.8 million
- **France:** 11.5 million
- **Italy:** 11 million
- **Spain:** 8.2 million
- **Benelux:** 4.9 million

Source: Eurostat/2015

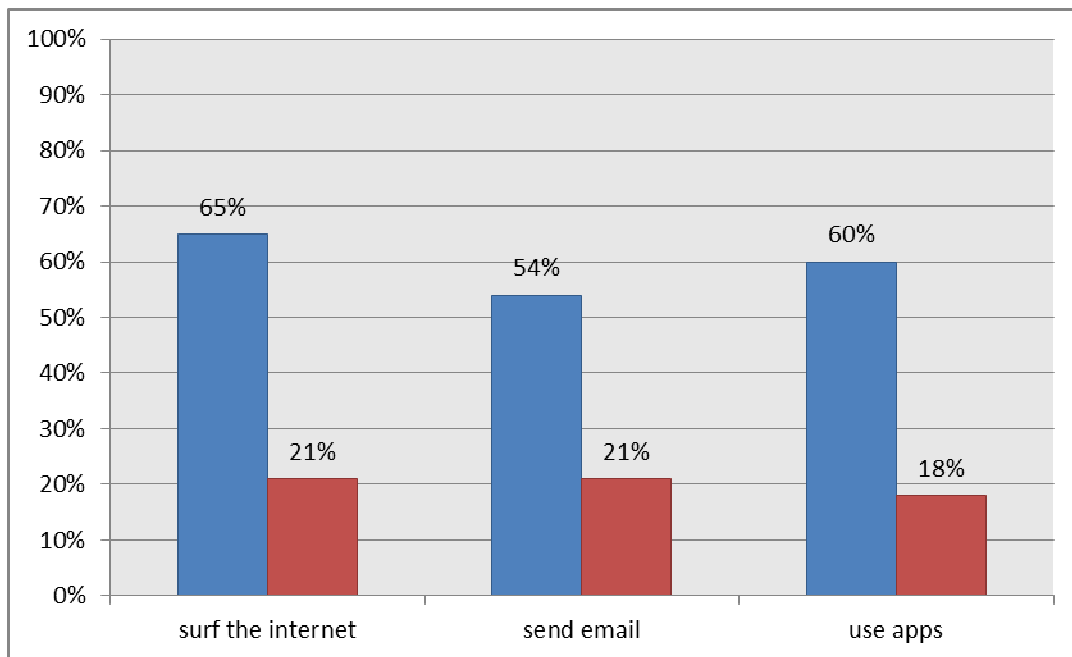
Seniors use their smartphone like a feature phone

- 38% send messages
- 21 % surf the internet
- 21 % send email
- 18% use apps
- 12% use social media

In comparison: How is a smartphone used?

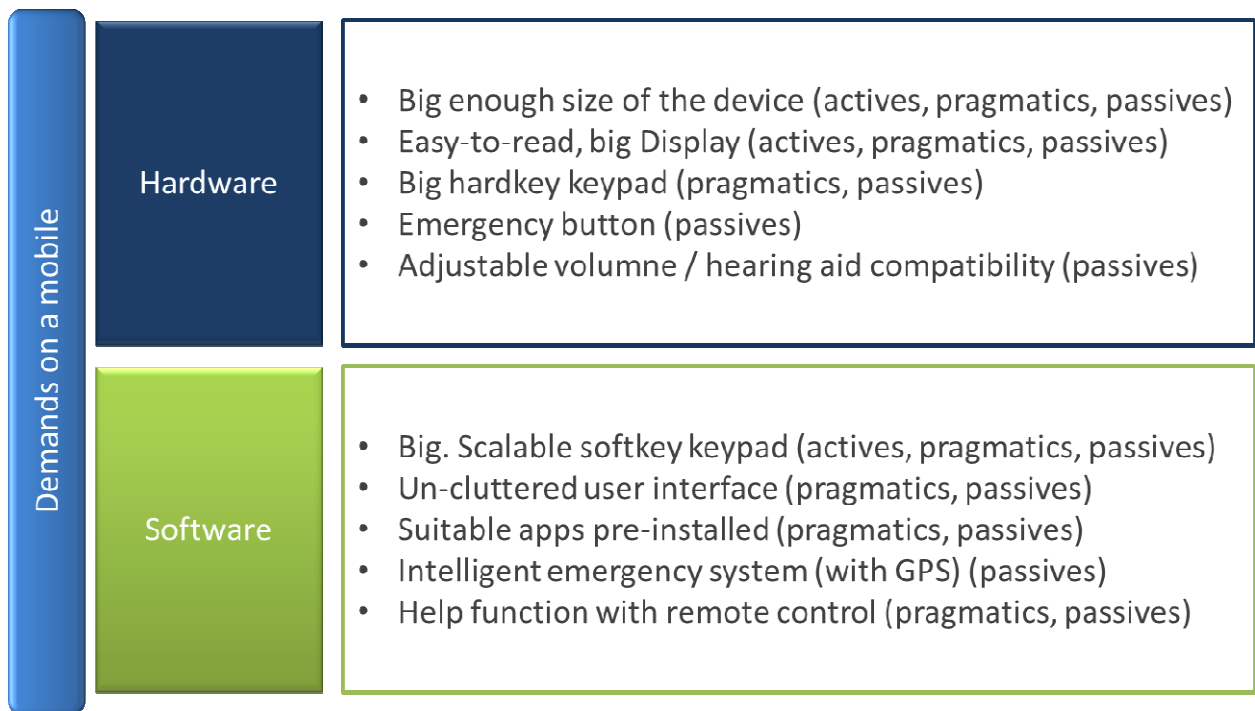
Average population:

- 65 % surf the internet
- 54 % send email
- 60% use apps



Source: A1 Seniors Survey/ 2014; Seniors 60+, Austria; Jan/Feb 2014
Marketagent; Population Austria, Austria, July 2014

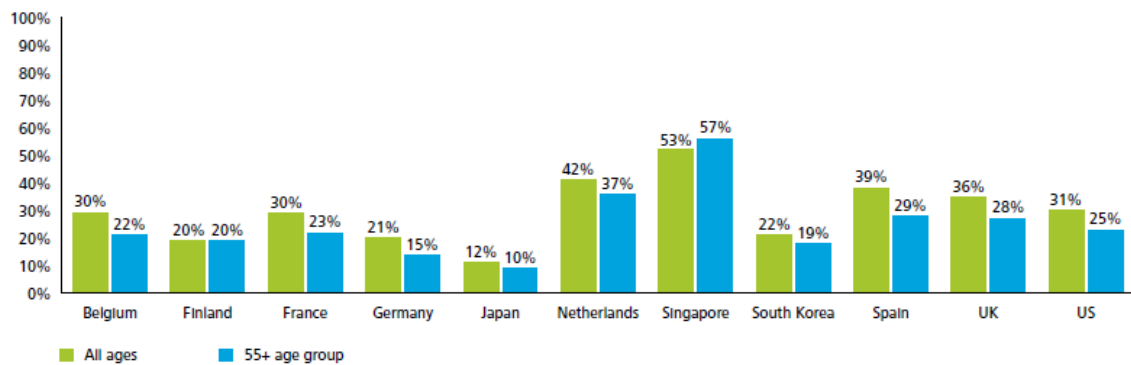
What seniors expect from a smartphone



Source: Deloitte/2012

Use of tablets – Europe on average

Figure 12. Tablet penetration (comparison between all respondents and the over-55s in developed markets)
 Question: Which of the following devices do you own or have access to (medium & large tablets)?



Source: Deloitte/2014