

Our readers are always connected

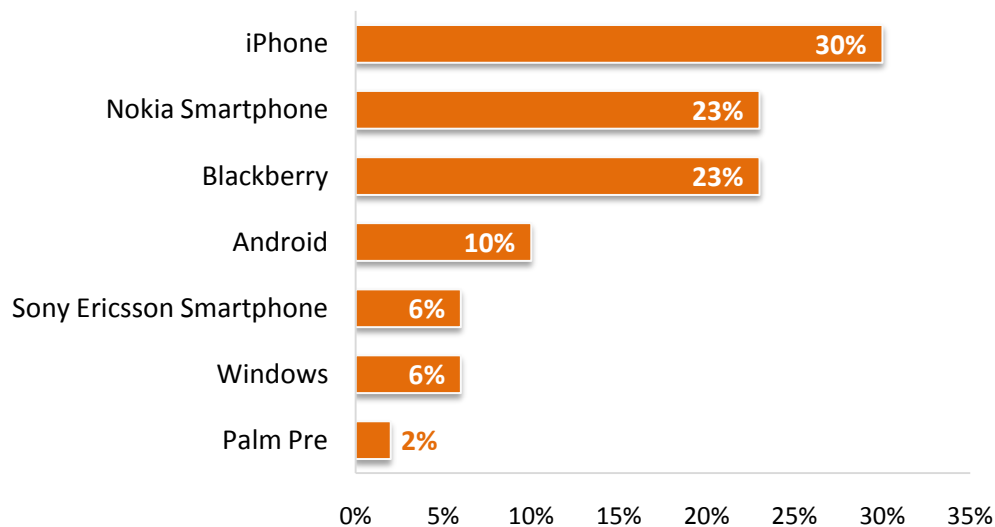
88% pay for their own mobile phone.

9% have a mobile phone paid for by their employer.

51% spend €20- €100 per month on their phone. **7%** spend more than €100 per month.

Smartphones

46% of our readers use smartphones, of which:



Technology and Social Networking

47% of our readers use Facebook.

89% of our readers use Skype.

17% of our readers use LinkedIn.

10% of our readers use Twitter.

Profile

67%/33% are male/female.

43% are aged 26-35. **26%** are aged 36-45.

27% work at upper management level. **23%** are responsible for a budget greater than €100,000.

38% earn over €46,000 per year.