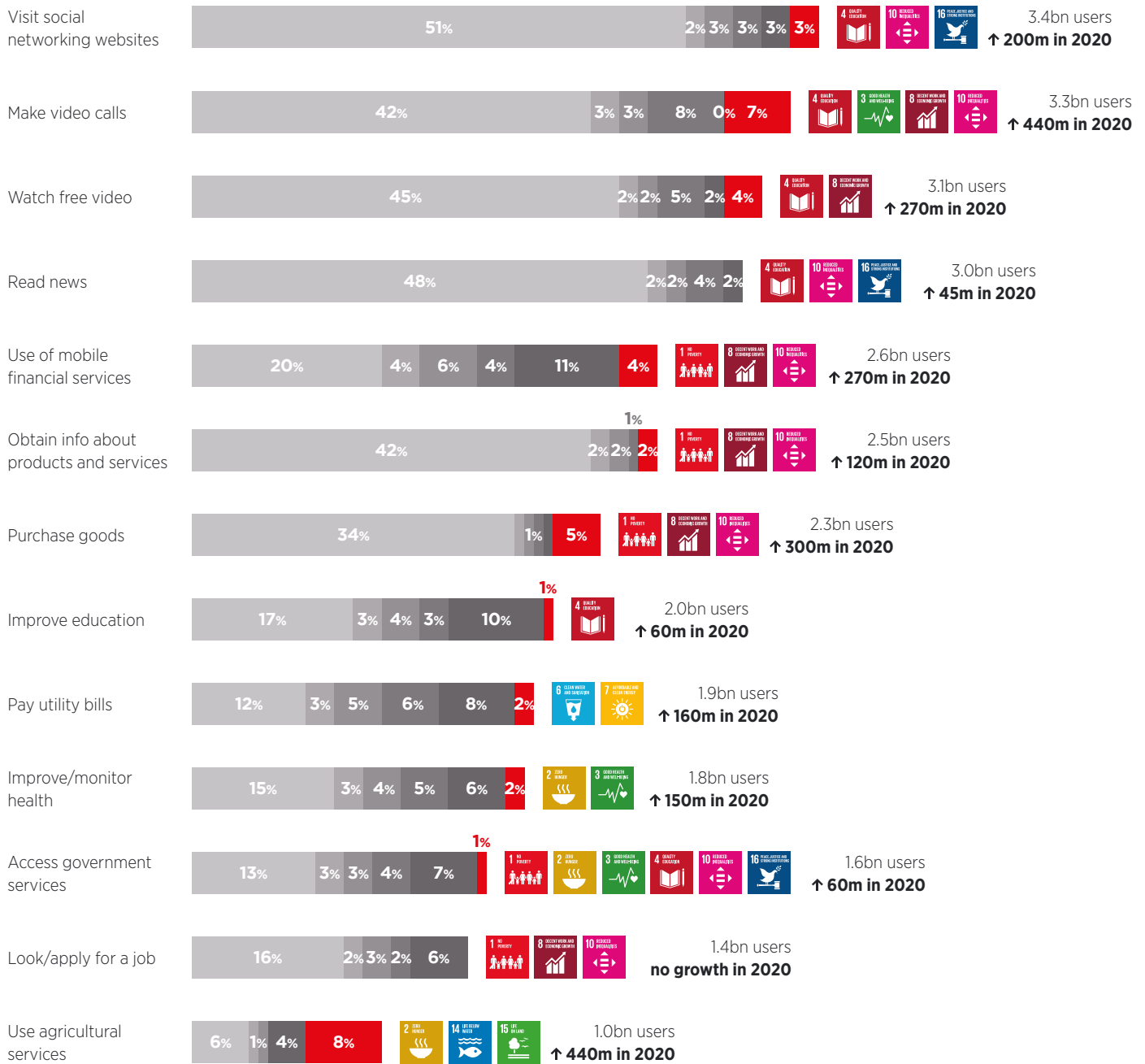


Figure 3 Mobile usage by activity

Source: GSMA Intelligence



Data is sourced from the GSMA Intelligence Consumers in Focus Survey 2020, which has more than 50,000 respondents and covers 52 countries over the 2017–2020 period. The number of users is calculated by multiplying unique mobile subscribers by the percentage of survey respondents that performed a particular activity (e.g. reading the news) on a mobile phone. Unique subscriber data is sourced from GSMA Intelligence, combining data reported by mobile operators with the annual GSMA Intelligence Consumers in Focus Survey.