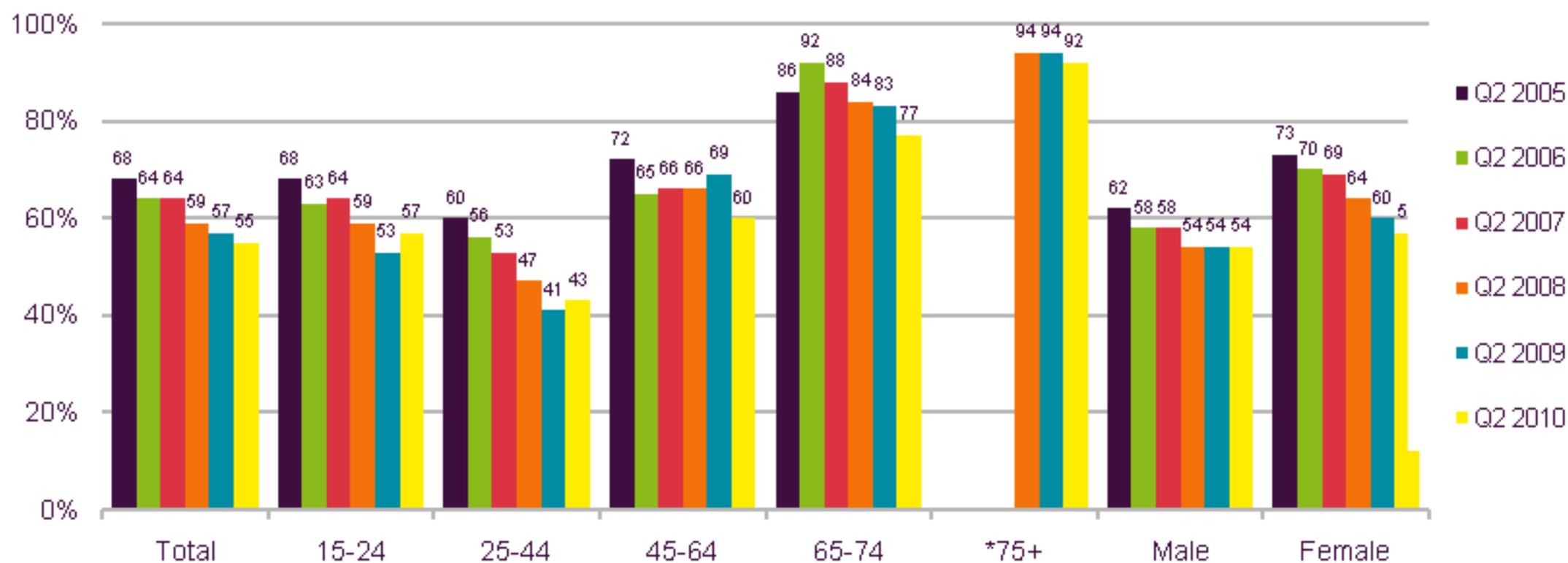


Figure 19: Age and gender profile of pre-pay users



Source: Ofcom communications tracking survey

Base: Adults 15+ who personally use a mobile phone (Q2 2005, 1806) (Q2 2006, 1883) (Q2 2007, 1273) (Q2 2008, 1699) (Q2 2009, 1835) (Q2 2010, 1892). * Small base size; treat as indicative only.

QD11. Which of these best describes the mobile package you personally use most often?