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### **Survey Findings: Rising Mobile Adoption for Everyday Connectivity**

The Malta Communications Authority (MCA) has released the findings of its most recent survey examining mobile phone services among residents in Malta and Gozo. The data highlights notable shifts in consumer behaviour, reflecting the growing integration of mobile technology into daily life.

As mobile phones continue to serve as indispensable tools for communication and connectivity, the focus is increasingly shifting from mere access to patterns of usage. One significant development is the rise in users holding multiple mobile subscriptions, which now stands at 17%—more than double the proportion recorded in the previous survey conducted in 2022.

Smartphones remain central to digital engagement, with 95% of respondents reporting they use smartphones. This widespread adoption is closely linked to the increasing reliance on Over-the-Top (OTT) services, such as messaging platforms and internet-based voice calls, which have become essential components of modern communication.

Post-paid mobile plans have now become the prevailing choice among users, primarily due to the value they offer through generous or unlimited data bundles that support digitally driven lifestyles. Notably, 52% of respondents reported monthly mobile expenditures of less than €20, up from 48% in 2022, despite increased data consumption for internet access.

Overall satisfaction with mobile services remains high. However, switching activity has intensified, with 17% of respondents reporting a change in mobile service provider within the past two years—up from 8% in 2022. The primary motivations for switching included more competitive pricing, enhanced bundle offerings, and improved customer service from alternative providers.

OTT use continues to expand, with 98% of smartphone users now engaging with such platforms, compared to 82% in 2022. Chat applications and internet-based voice calls have emerged as the most frequently used features. Furthermore, 57% of users now regard OTT voice calls as a viable alternative to traditional mobile calls, marking a significant increase from 46% three years ago.

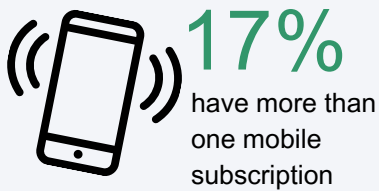
A new, emerging trend is the adoption of eSIM technology, currently used by 11% of smartphone users. Respondents stated that they used eSIMs for both everyday connectivity and travel-related convenience, underscoring the growing appeal of flexible and portable mobile solutions.

The survey results underscore the dynamic nature of Malta's mobile communications landscape, shaped by evolving user preferences and technological advancements.

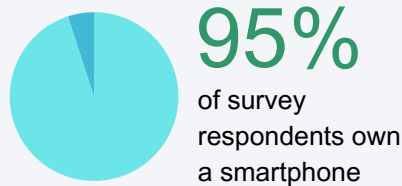
# Rising Mobile Adoption for Everyday Connectivity

## MCA Perception Survey 2025 Highlights: Mobile Telephony

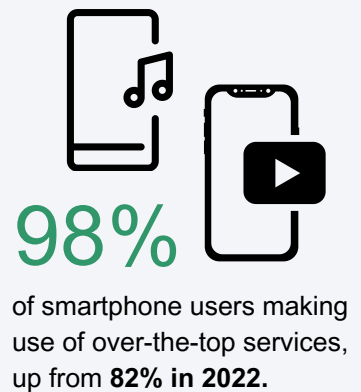
### Multiple Mobile Subscriptions



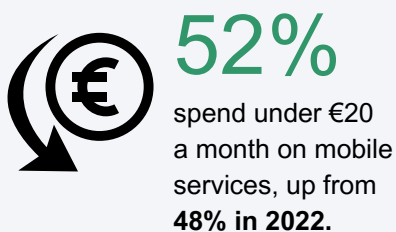
### Everyday Connectivity



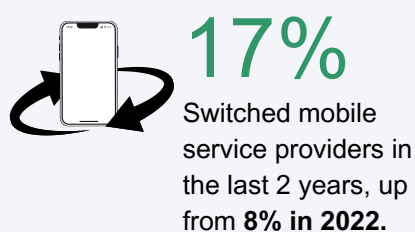
### OTT usage sees continues growth



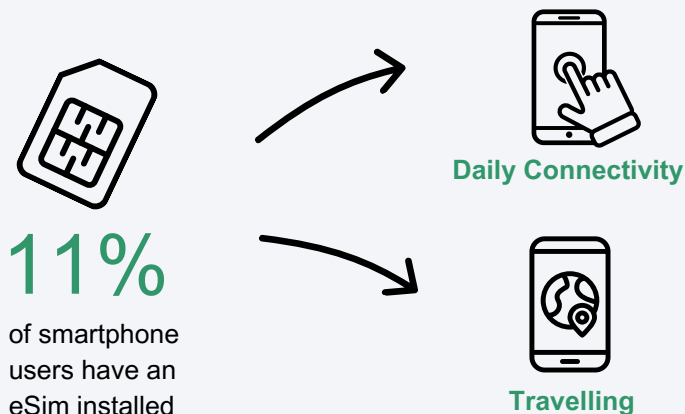
### Monthly Internet Spending



### Switching Mobile Service Providers



### eSim Technology Adoption



Overall satisfaction with mobile services in Malta and Gozo **remains high** in spite of changing habits.



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