



The Guide to...Online (October 2009)

- *74% of adults use the internet, up from 67% in 2008. 42% use the internet every day or most days.*
- *56% of internet users have a wireless broadband connection at home compared to 53% in Britain.*
- *The proportion with a connection speed of at least 4MB climbed from 31% in 2008 to 37% in 2009.*
- *The average internet user is online for 16 hours a month, although one in five uses the internet for more than 30 hours a month.*
- *94% of internet users connect using a computer, 14% use a mobile phone and 4% use a games console. 15% use wireless hotspots and 5% use them regularly.*
- *The most popular types of online activity are general research (undertaken by 40% of internet users), personal banking (32%) and social networking (29% - up from 16% in 2008).*
- *The proportion of internet users visiting travel sites regularly rose from 30% in 2008 to 35% in 2009. The proportion visiting newspaper websites regularly rose from 12% to 16%.*
- *16% of internet users download paid-for music, 7% download podcasts and 5% download paid-for films.*
- *60% of internet users shop online, up from 56% in 2008. However, 75% agree you have to be careful about the quality of things you buy online, up 5% from 2008.*
- *15% of internet users posted comments or reviews online, compared to 13% in Britain.*

Source: All Ireland TGI 2009. Base: Adults aged 15+ / Internet users