



The Guide to...Broadband (August 2010)

TGI has an extensive battery of questions about digital technology and online behaviour...

- 59% of adults in Northern Ireland have a home broadband connection - up from 54% in 2008. 46% of adults have wireless broadband at home.
- 14% of home broadband users have a connection speed of more than 8MB. A quarter have a connection speed of 8MB and a further quarter have a speed of 4MB.
- 48% of home broadband customers consider cost the most important factor when choosing a provider, 25% cite the importance of the overall package and a further 25% think speed is key.
- 60% of home broadband users access online video sites, the most popular of which are YouTube (55%), Facebook (24%) and Google Video (7%).
- Young men are the heaviest viewers of online videos. 60% of those who watch for at least one hour a week are men and over 40% are aged 15-24.
- 80% of home broadband users regularly make searches on Google. The second and third most popular search engines are Yahoo! (25%) and MSN (23%).
- 40% of the home broadband audience use Facebook regularly and 18% are regular users of Bebo. Two-thirds of regular Facebook users are aged 15-34 and they are 25% more likely to be ABC1.
- 8% of adults in Northern Ireland subscribe to mobile broadband (117,000 people) and the top providers are O2 and 3.
- Mobile broadband subscribers are 70% more likely to be Fledglings (15-34, single and living at home) and 65% more likely to be Secondary School Parents.
- Relative to the population, mobile broadband subscribers are most likely to have either an iPhone or Blackberry (11% do so, index 230), followed by LG (8%, index 175) and Sony Ericsson (26%, index 155).
- 30% of adults in Northern Ireland don't use the internet at all - whether broadband, mobile or dial-up. Although a third of non-internet users are aged 65+, a similar proportion are aged under 45.

Base: All adults 15+ Source: Northern Ireland TGI 2010